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**EARN FROM BLOGGING
AND TWITTER**

Penerbit NulisBuku

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The Power Of Blogging

In offline life, what holds your attention more – a single advertisement in a newspaper for some product or someone actually speaking with you and recommending the product? Sure, the answer is the latter. The personal touch always works. More than that, when you understand that other people are using the product too, you are more confident about using it yourself. This does not happen with the advertisement in the paper. But when someone speaks to you realistically about it, you are more inclined to go ahead with it. Now, this is exactly the difference between a website and a blog.

A website is static. It is almost an advertisement of the publisher and you are only reading what they have put up. However, in a blog, there is interaction. This interaction, most often, is between the publishers and the people who are

using the product. In the world of Internet marketing, such personal interaction can go an extremely long way.

It builds Credibility

This is the first benefit you get with your home business or MLM business blog. People can "see" the other people who are networking with you and they get inspired too. From being a faceless venture, your business opportunity turns into something that several other people are using and making money out of. There is no need to tell what kind of impression that might create on a visitor, even a fleeting one.

It builds a Brand Identity

Blogs can build a brand name for your business like nothing else can. Almost every blogger will refer to what you are selling by its name and this will keep the brand alive in the reader's consciousness. Compare this with a website now, where it is only you that is speaking about the brand. That certainly seems flat!

It helps you explain your Opportunity Better

This is a leverage you get from your blog. You can use it as an instrument to speak about your opportunity as much as you want to and even clarify doubts that the readers might have. Blog authors also use these as a vehicle to repudiate negative comments about their opportunities and improve their impressions.

It helps you COMMUNICATE!

Communication is the most important thing to keep your home business or networking business

fire burning. And nothing helps in this better than a blog does. You can keep speaking with people who are interested, keep posting things for them and you will never come across as a spammer!

Remember that it is your blog and you can use it in the way you want; you are not intruding on anyone else's private space by posting on it.

Blogs have tremendous potential to set wings to your home business venture. As you use them more and more, you will realize the great wonders they can work for you.

Information On Your Business

With an online home based business, you need to be as transparent as you can be when you are prospecting. In non-MLM businesses, the impression about the product is created through many kinds of media, but in an MLM business, the sponsor is the only channel of promotion. When you are prospecting a client, you can be sure that the client has not heard of the opportunity from anywhere else. Since the promotion depends only on you, you have to become as lucid as you can.

But do you think this is possible with just a meeting or two? It isn't. There are going to be times when the prospect will go home and ask, "Hey, what about this point? Oh, I cannot go ahead before I am sure about this."

Should ask about it the next time." In most cases, the next time never comes. You miss one thing out, and the prospect is unlikely to take the pains to return for clarification.

That is the reason blogs are working so impressively for both, home business and multilevel marketing prospecting in today's times. Blogs can reach out to thousands or even millions of people each day, depending on how they are promoted, and they can provide a wealth of information to the readers.

With your home business or MLM blog, your first post will be a general description of your business opportunity. You will find that interested people will want to know more, or they will want to comment and they will make posts. Now, you have the opportunity to make another post elaborating on what they have posted. This chain of communication can go on. With each post, you are putting information out

there. As the posts keep happening, you are putting as much content about your opportunity as you can, and people who read it know exactly what it is about. Even if they have a doubt, all they have to do is post a question and you can even reply to them in live time. Now compare this with real physical communication and you will begin to see the difference.

When speaking about content on your blog, we must also highlight the possibility of other business experts coming over to your blog and making their posts there. Even if they are promoting their own businesses, they are adding content to your blog which makes it more visible on the Internet.