
PUT YOUR ARTICLE MARKETING ON STEROIDS WITH BLOGS & RSS

TeleSeminar Report

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ABOUT THE AUTHOR



Brandon Hong is the author of best selling videos course "**Marketing Rampage with Blogs and RSS**", "**Marketing Rampage With Podcasts**", "**Wordpress Videos**" as well as audio e-book, "**Blogs and RSS Revealed**".

Brandon absolutely loves creating and designing the curriculum, syllabus and content for information products, as can be seen from the quality of his work.

Brandon's interest lies in training and the application of information technology for business processes.

In his free time, Brandon loves enjoying a good cup of nicely brewed coffee and 'kaya' toast in his local neighborhood coffee shop...

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TELESEMINAR OUTLINE

1. An Introduction To Marketing With Blogs And Rss
2. How To Put Your Article Marketing On 'Steroids' With Blogs and Rss
3. A Simple Three Step Formula To Create Your Blogs And Rss
4. Secret 'Shortcut' To Writing Your Blog Articles
5. Two Easy Ways To Monetize Your Articles With Blogs

This tele-seminar was hosted by [Article Marketer University](#).



Dedicated To Your Success,

Brandon

Brandon Hong

1. An Introduction To Marketing With Blogs & Rss

Do you know that there is a marketing revolution happening online this very moment?

Before that, let's go back in time and take a look at the major revolution or 'waves' that has occurred when the Internet became a business or marketplace.

First there was the Search Engine revolution, with Alta Vista, Yahoo and now Google coming onto the scene and with webmasters busy tweaking their pages for high ranking on these search engines, which means more traffic.

Then there was the email marketing revolution, when people discovered the use of email as a means for follow up selling and is still being widely used today.

Finally, there was the affiliate marketing wave, popularized perhaps by Amazon, and with most businesses following using this model to distribute and sell their products.

And today, we have blogs and rss feeds being used as a new form of marketing for businesses. Blogs appeared few years back, and in a way was similar to a forum, except that with blogs, you call the shots and can write and talk about anything under the Sun.

When it first appeared, blogs were thought of nothing more than just a tool for people to express their rants, feelings, emotions and so forth. However, soon savvy marketers recognized the use of blogs as another channel of marketing - be it branding, selling, promotion etc.

Today, blogs have taken on a whole new meaning and become sophisticated in look and content to the extent that it has become a powerful way to market products and services. There are so many ways you can earn money with blogs, which is discussed in my multimedia course.

RSS feeds are basically a way of distributing/circulating/syndicating your contents, which can come from your blogs, your newsletters, and so forth. In my video tutorials, [Marketing Rampage with Blogs and RSS](#)" I show you in video how easy it is to create a feed in under 10 minutes!

But for now, let me explain what RSS feeds are in layman's terms.

Take the example of a radio station. A radio station has many channels, such as jazz, pop, rock, classical and so on.

Once the radio station has created these channels, it merely broadcasts each channel out with the relevant musical content in them.

Anyone who wishes to listen to a particular type of music just needs to tune into that specific channel.

For example, if someone wants to listen to classical music, he or she tunes into the classical channel.

If there was no broadcast technology, the radio station would have to deliver a CD containing that day's radio programs and send out to tens of thousands of people each day. Not very practical right?

Or perhaps the listener would have to go out and get the CD containing the radio station's recorded programs for that day. Again, not very practical.

RSS feeds are like the channels of a radio station, with different types of topics, for example, personal development, jokes, marketing, investment tips, trading techniques, etc.

All that the online user needs to do to obtain the information is to subscribe to the RSS feed, and this is similar to 'tuning in' to a radio station.

Extending this concept to the online world, what this means is that you can build a site or blog, and let other people 'tune in' or subscribe to your content through the use of RSS feeds. Blogs and RSS feeds allow you to reach out to new markets and new subscribers you otherwise would not be able to with conventional marketing methods.

2. How To Put Your Article Marketing On ‘Steroids’ With Blogs and Rss

Before I discuss how you can use blogs and rss feeds to take your article marketing to the next level, let's talk about some benefits of article marketing. I'll touch on three benefits, namely:

(a) Increased web site traffic

Articles marketing remains one of the more popular methods of driving traffic to a web site, especially before blogs and rss feeds came onto the marketing scene.

With more traffic to your site, you can capture more leads and subscribers and follow up using an autoresponder system to convert them into paying customers.

(b) Brand and publicize yourself

Articles are a also fast way to brand and publicize yourself as the subject expert. For example, if you're an expert at breeding tropical fish, you can write an article on tropical fish, and submit it to the various Ezine directories.

Once that particular Ezine publishes your article, your content will be read by the subscribers to that Ezine. If your article provides valuable information and content, you'll soon win people over and they'll look up to you as the subject expert.

(c) Obtain quality links to your site

When the Ezine directories put up your article on their page with your website link on it, essentially what happens is that you are getting incoming links from these sites back to yours.

This helps to improve your page rank, which in turn contributes to increased Search Engine rankings for your site or a group of keywords, depending on what anchor text is used. Article marketing becomes even more powerful when combined with Blogs and rss feeds.

The traditional way of advertising with articles is of course to write an article and then to submit it to as many Ezine directories. Once the Ezine publisher reprints your article, your message will be exposed to new readers, allowing you to brand yourself as the subject expert. You'll also receive increase traffic to your site when readers visit your site to find out more information related to the same topic.

This has been the model for article marketing up to present. With the conventional method of article marketing, you can only expose your message to Ezine directories, and provided the Ezine publisher accepts your article and publishes it.

However, blogs and RSS feeds present a new opportunity for you to reach out to markets you otherwise will not have. The reason is due to the syndication power of rss feeds as discussed earlier.

If you visit sites like CNN, BBC, BusinessWeek, ZDNet, you'll be able to see little buttons for subscribing to their news feed on their site.

Now, don't get me wrong, I'm not saying you shouldn't submit articles to Ezine directories. If you're already using articles for marketing, you should continue doing so. What I'm advocating is to use a two-pronged approach: article marketing through Ezine directories and also through rss feeds.

When you put your articles on a blog, you can take advantage of the built-in RSS feed that come with most blogging software.

What you can do next is to submit this rss feed to the various rss and blog directories, so that your feed can be added to their database.

Major rss directories like Yahoo, MSN, Technorati are places where people go to when they want to look for feeds to subscribe. Once your feed is included in these rss directories, visitors and people looking for content in any niche topic that interest them can subscribe to your feed.

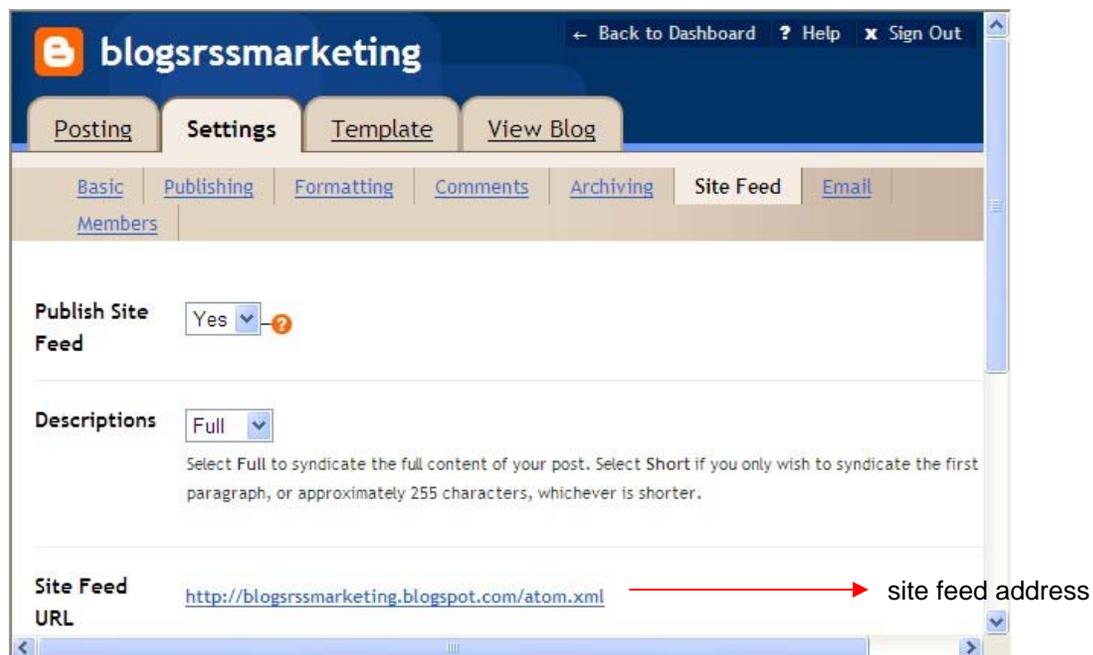
This is how you can gain new exposure to new potential clients and grow your business.

If you're using Blogger.com and hosting your blog with Blogger, Blogger will host the site feed for you. However, if you're using Blogger and hosting the blog yourself, then you will need to configure the site feed yourself. This is explained in my course, ["Marketing Rampage With Blogs and Rss"](#).

Here's how you can get the site feed (rss feed) of your Blog:

(a) Login to your Blogger.com account.

(b) Click on the blog you have followed by Settings -> Site Feed.



If you're hosting your blog with Blogger.com, Blogger will host your site feed for you.

From the diagram above, you can see that the site feed address is called:

<http://blogrssmarketing.blogspot.com/atom.xml>

Now, to tap the full syndication power of rss feeds, you have to submit your feed to major rss directories. If you have many rss feeds, this process can be quite time consuming and that's why I recommend you use a software to automate the entire process of feed submission.

I highly recommend [Rss Announcer](#) software to automate your feed submission process.



3. A Simple Three Step Formula To Create Your Blogs And Rss

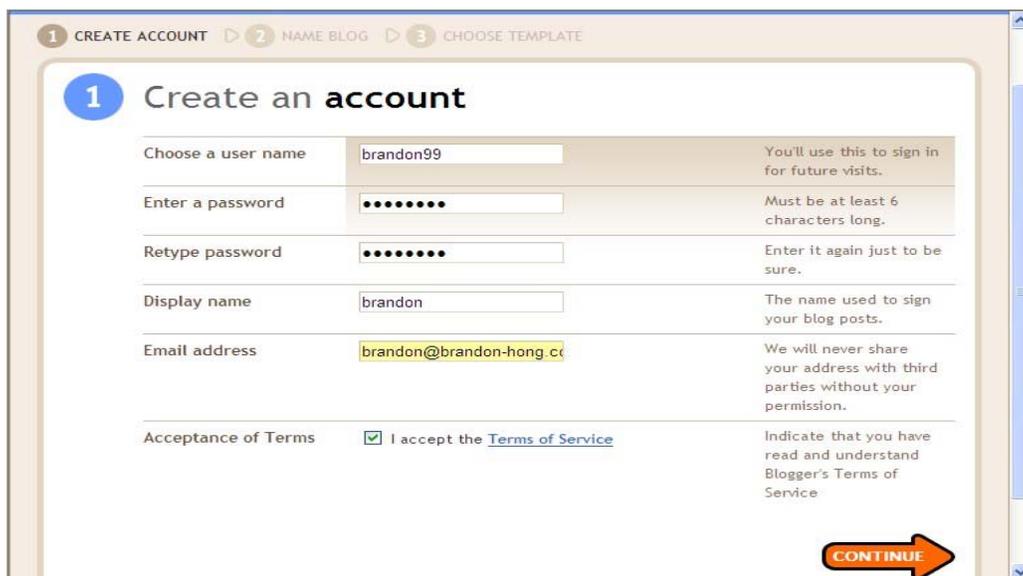
There are many ways to create your own blog. The easiest way, however, is actually to use Blogger.com. Blogger initially started off as a private company and grew in popularity as blogging took off. It was later bought over by Google.com

With Blogger, you can easily create your blog in 3 steps. If you're new to blogging, Blogger is a good choice because all it takes is just three simple steps to create your blog.

However, if you're an advanced blogger or would like to be create categories for related keywords to your niche, then Wordpress would be a more suitable choice.

Here's three easy steps to create your own blog with Blogger:

In step 1, you choose your username, password and display name.



The image shows a screenshot of the Blogger account creation interface. At the top, there are three steps: 1. CREATE ACCOUNT, 2. NAME BLOG, and 3. CHOOSE TEMPLATE. The first step is highlighted with a blue circle and the number '1'. The main heading is '1 Create an account'. Below this, there are several input fields and checkboxes:

Choose a user name	<input type="text" value="brandon99"/>	You'll use this to sign in for future visits.
Enter a password	<input type="password" value="....."/>	Must be at least 6 characters long.
Retype password	<input type="password" value="....."/>	Enter it again just to be sure.
Display name	<input type="text" value="brandon"/>	The name used to sign your blog posts.
Email address	<input type="text" value="brandon@brandon-hong.cc"/>	We will never share your address with third parties without your permission.
Acceptance of Terms	<input checked="" type="checkbox"/> I accept the Terms of Service	Indicate that you have read and understand Blogger's Terms of Service

At the bottom right of the form, there is a large orange arrow button labeled 'CONTINUE'.

Step 1: Create an Account

Let me explain the following fields you need to fill up.

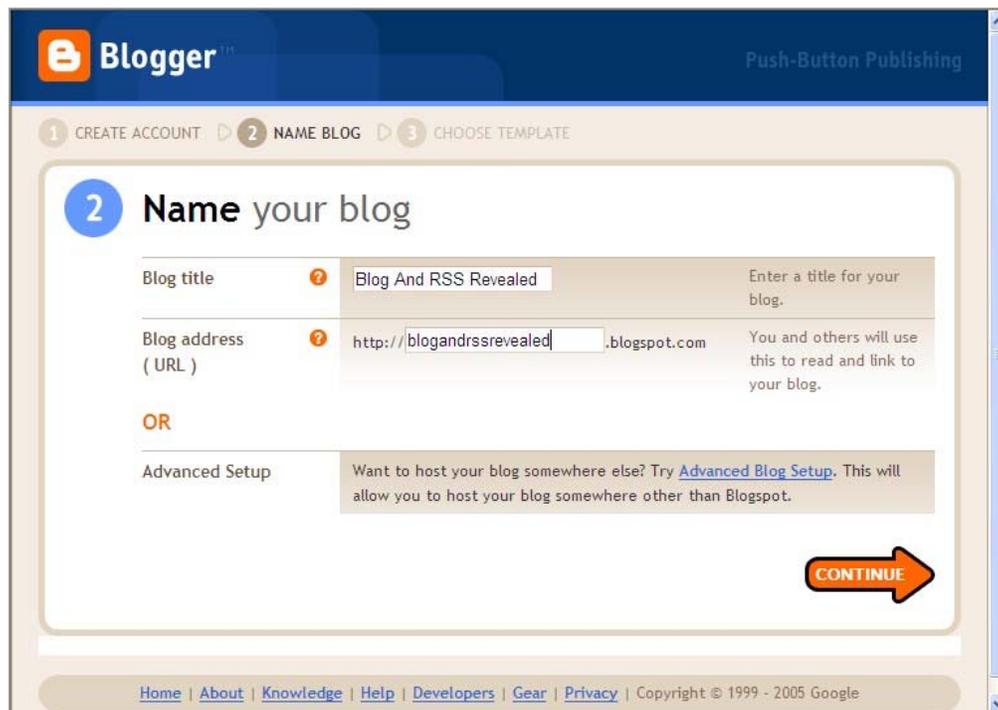
(a) **User name:** The username you will use to log in to your Blogger account. For example “brandon99”.

(b) **Password:** This is self explanatory. Choose your own password, and then enter your password two times.

(c) **Display name:** The name you will use to sign your Blog postings. For example “brandon”.

(d) **E-mail address:** The e-mail address for Blogger to contact you.

In step 2, you name your Blog.

The image shows a screenshot of the Blogger website's 'Name your blog' setup screen. At the top, the Blogger logo is on the left and 'Push-Button Publishing' is on the right. Below the logo, there are three numbered steps: 1. CREATE ACCOUNT, 2. NAME BLOG (which is highlighted), and 3. CHOOSE TEMPLATE. The main content area is titled '2 Name your blog'. It contains two input fields: 'Blog title' with the text 'Blog And RSS Revealed' and a help text 'Enter a title for your blog.'; and 'Blog address (URL)' with the text 'http://blogandrssrevealed[]blogspot.com' and a help text 'You and others will use this to read and link to your blog.' Below these fields is an 'OR' separator and an 'Advanced Setup' section with a link to 'Advanced Blog Setup' and the text 'Want to host your blog somewhere else? Try Advanced Blog Setup. This will allow you to host your blog somewhere other than Blogspot.' At the bottom right of the form is a large orange arrow button labeled 'CONTINUE'. The footer of the page includes links for Home, About, Knowledge, Help, Developers, Gear, and Privacy, along with the copyright notice 'Copyright © 1999 - 2005 Google'.

Step 2: Name your Blog

(a) **Blog Title** is the title of your Blog. For example, “Blogs and RSS Revealed”.

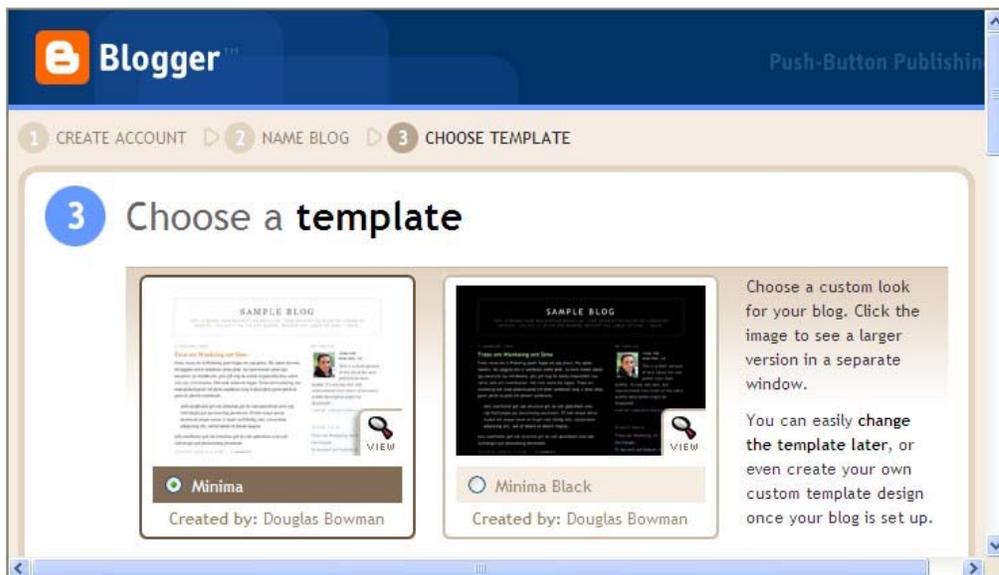
(b) **Blog address**: This is the name of your Blog URL (address). Blogger will host your Blog free for you with “blogspot.com”, and the Blog URL will always be in this form:

http://name_of_your_blog_address.blogspot.com

For example, I can name my Blog address as:

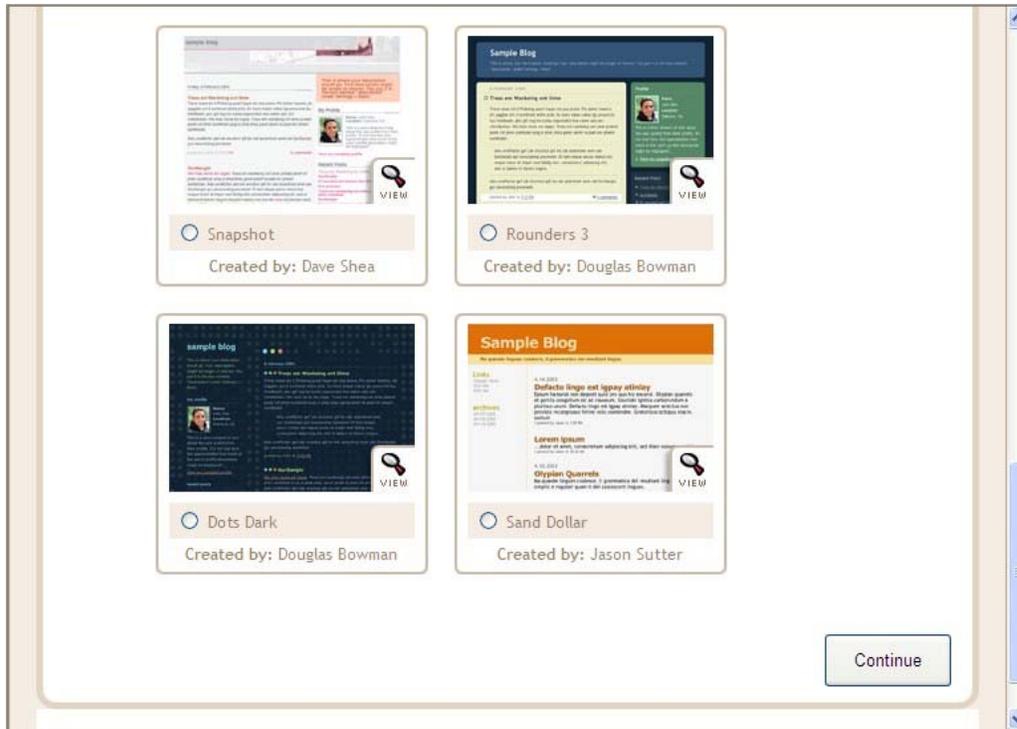
http://**blogsandrssrevealed**.blogspot.com

Finally in **step 3**, you choose your template.

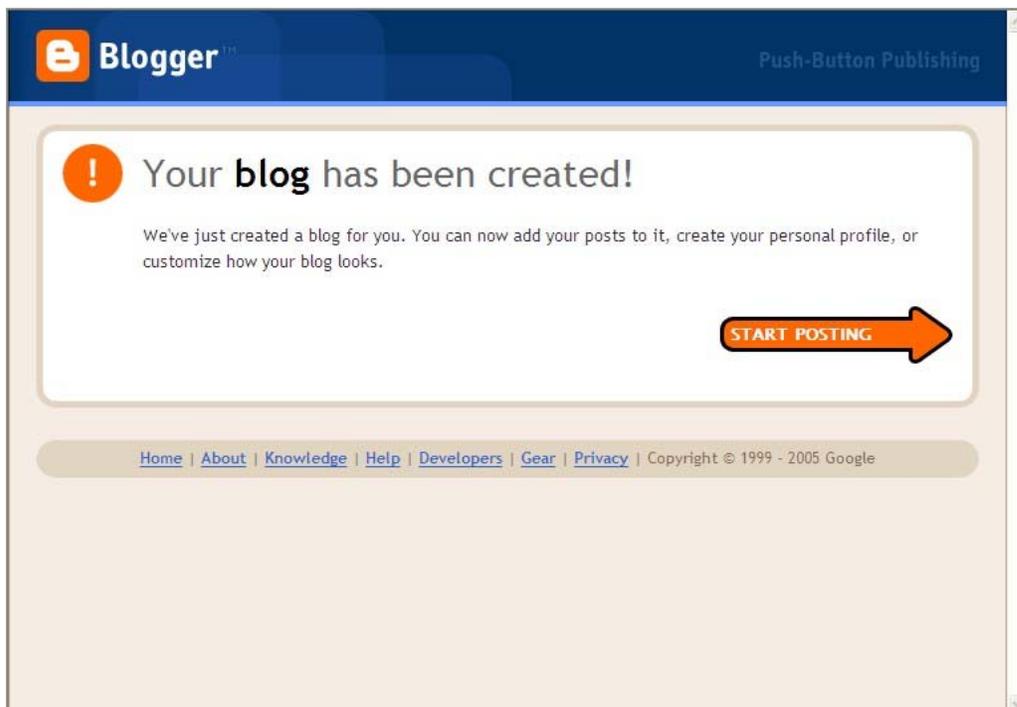


Step 3: Choose your Template

Choose the template you like and click the “Continue” button at the bottom of the page.



Once you have completed steps 1 to 3, your Blog is created and you can start posting to your Blog.



Click on the “*Start Posting*” button to write your first posting to your Blog!

In my multimedia course, [“Marketing Rampage With Blogs and Rss”](#), you’ll learn even more on how you can harness the full power of blogs and rss with my step by step video tutorials.

4. Secret 'Shortcut' To Writing Your Blog Articles

There are primarily three ways to write articles, namely:

(a) Write it yourself

If you have the relevant experience and subject knowledge, you can always write the articles yourself.

(b) Hire someone to write it

If you can't write the article either because you don't have the time or because you lack the subject knowledge, you can always outsource this task. One of the more popular sites for outsourcing is Guru.com and Elance.com.

(c) Using Private Label Rights (PLR)

The fastest way and the 'smart' way to write articles for your marketing purpose is to use Private Label Rights.

But first, what exactly are Private Label Rights?

Private Label Rights allow you to label the articles as if you're the original author and gives you full distribution rights to these articles.

However, bear in mind that many people will be using these articles as well. So it's a good idea to customize these articles by giving your own comments, opinions which comes from your own personal experience. It's easier to comment on something that you have an interest or passion about, for example tropical fish breeding, golf, sun tanning etc.

Here are some recommended resources to obtain Private Label Rights:

(A) Private Label Monthly



With the price of one membership, you gain access to 7 other private label sites. It's a real bargain and genius in marketing.

Since the doors were opened in April, memberships to [Private Label Monthly](#) has been selling like hotcakes. So don't be surprised if there isn't any spot left.

If membership for Private Label Monthly is full, the next best choice is [Private Label Articles from Cody Moya](#).

5. Two Easy Ways To Monetize Your Articles With Blogs

(a) AdSense

One way to monetize your articles with blogs is using Google AdSense. In general, you can use this model regardless of whether you're using Blogger, Wordpress or other blogging software.

Google AdSense delivers targeted ads based on the content that you have on your site. The idea when using blogs with articles is to create your own niche blog on a niche topic, as taught in my course "[Wordpress Videos](#)".

For example, if you are targeting dog owners, possible topics might include:

- How to figure out what kind of dog you want
- Where to get a dog
- Life stages of a dog
- How to deal with a puppy
- What to feed dogs
- Treating fleas

and so on.

What you can do is to write articles (either yourself, outsourcing or through the use of Private Labels) and post these articles into relevant keyword categories on your blog.

You can insert Google AdSense into these articles, and with the use of rss feeds generate traffic to your blog or site. Visitors who visit your blog to find out more information will see these targeted Google ads and this increases the chance of a click through.

If you want to learn more about building niche blogs, check out my course [“Wordpress Videos”](#) which contain over a hundred video tutorials at a reasonably priced, one time fee.

You’ll be able to access the lessons, videos and resources any time of the year.

(b) Affiliate marketing

Besides Google AdSense, you can also monetize your articles with affiliate marketing.

Affiliate marketing remains a popular model for making money online, especially if you do not have your own products or services. At the same time, if you have your own product or service, affiliate marketing becomes even more critical.

Think about it: Would you rather have only one person marketing your own product or ten or even a hundred people marketing the same product for you?

For example, you can build a blog on acne treatment with relevant articles on acne. In the articles, you can provide useful content as well as recommendations to other people’s products that provide additional solutions or information.

Besides that, you can also post comment on other people’s blogs, and let them know where they can find more information to a particular problem. In your comment, you can provide a specific link back to a particular post on your blog, instead of just a link to your general home page.*

* This concludes the report for the teleseminar “How To Put Your Articles Marketing On Steroids With Blogs & Rss” held on April 21st 2006.