

Professor Moolah's

Guide to

Blogging and Your
Business

Lesson #1

Introduction and Important Terms

In the competitive world of professionals any advantage available must be taken. In my daily search of the Internet and analysis of trends on the Internet I am surprised to see that there are very few professionals who are using the Internet the way that it can be used.

For those of you who are not “in the know” the Internet is in the middle of a great change. That change is the migration from search engine based use, where people logged onto their favorite search engine – [Yahoo](#), [Google](#), [AOL](#), [MSN](#) or whatever – to communicating with people through linking favorite writers called bloggers, and creating home pages with their favorite things on them. These home pages are stored on sites like [MySpace](#), [Facebook](#), [LinkedIn](#) and more, or they are put on their own site using a program called [WordPress](#). People gather this news via RSS or ([Rich Site Summary](#)) this new Internet is called [Web 2.0](#).

If you are not familiar with this new way to use the Internet now is the time to educate yourself. If you are not on the Internet using this new form of communication, you are simply missing out on new customers. Those that have figured out how to use this new technology are raking in the money, and have to turn new business away. They are able to generate thousands of dollars in sales by spending 10 minutes sending out one email.

You can make thousands of dollars in 10 minutes! You can guarantee a group of returning customers who are patiently waiting for your next deal or next product to buy! You can would you like to know how to double your profits, triple them, or better yet, multiply them by 10 times!

This book will show you how. It is simple, and it only takes short 10-minute bursts of work. Even better, it can all be done in your spare time, during down times, or heck even in your underwear.

This book is designed to be used along with the workbook. For maximum value treat it like a short text book, and study it as if you are in college. Use

the workbook honestly and you will get the most out of it. If you did not receive the workbook with your ebook purchase go to Professor Moolah and download the workbook and answer key.

Our aim is to deliver the information on how to accomplish this to people who are interested in improving their business. You can read all you want and hope to get better business success, but without action, nothing is accomplished.

I will try to deliver the information in this book as easy and straight forward as possible. I am a scientist, a professor of great stature, and I just am not much of a writer, I am a teacher, an educator, a professor, I am here to help you in your marketing of your business over the internet. Therefore I have compressed all the information into as simple to follow package just for you.

This is a very complex subject and you will probably have a lot of questions. You can direct these to the website for [Professor Moolah](http://www.profmoolah.com) (<http://www.profmoolah.com>) or send an email directly to the professor at professor@profmoolah.com. We encourage you to subscribe to our RSS feed to get all the updated information.

What To Do

What am I talking about?

I am talking about using a blog and your own website to increase customers, visitors, and eventually sales. You will be writing small snippets of information, called articles, to be given away for free. You will write it in a way that generates more interest while giving away just enough to help them out. You will be doing this at any time the mood strikes you.

The goal of this free information give away is to increase your customer base, which will lead to increased sales and increase your rate of returning customers. You will actually end up doing less work, over less time. This book will cover what to do, and how to use the Internet to increase sales, customers, and income.

The Big Picture

Never forget the Big Picture, for most Professionals it is up to you to generate sales, leads, and new customers. Your income comes from your time and your skills. What I would like you to do is show off how good your skills are and share them with everyone else. Treat your skills like a business and it will pay off for you.

Creating your own web site with your own list of customers, that is totally yours, not accessible by anyone else. We will include an optional sign up email list (usually referred to as an opt-in list), with free tips and advice, with equipment or product reviews and sales, and with your own voice, a blog that generates interest and excitement among your patrons is your key to having more time and more money.

Having your own site means that it is portable, that it is yours no matter how many times you change jobs or cities, no matter what time of year it is, or what time of day it is. You can generate money, and eventually make money, with the site itself.

Important Terms

Blog – Blog is shortened from the term Web Log. It is an online journal that is frequently updated, usually listed in reverse chronological order.

Blogger – The person updating the blog, also known as the author.

Article – It is what has been written.

Post – The individual journal entry of the blog. This is usually referred to as the act of putting the journal entry online.

WordPress – A graphical interface and administration of your blog. WordPress is a separate program that runs on the host.