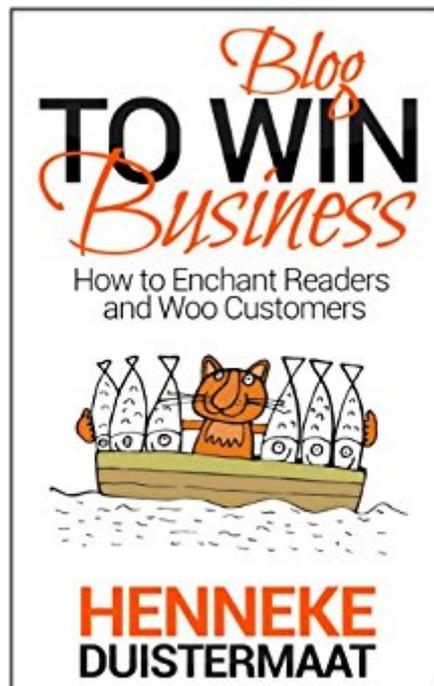


The book was found

# Blog To Win Business: How To Enchant Readers And Woo Customers



## Synopsis

"Henneke does it again! This IS the business blogger's survival guide. Keep this ammo on your bookshelf if ever you find yourself in a lurch." ~ Sean Work, Director of Inbound Marketing, KISSmetrics

"You could easily find 1,000 books and courses about blogging like a pro, but you won't find a more useful and engaging one. Henneke's book will answer every question you have, give you countless shortcuts, and light a fire under your butt to start cranking out hot blog posts. It'll also make you hungry." ~ Barry Feldman, Feldman Creative

"Henneke's book might be the most useful guide on business blogging ever written. I highly recommend it to anyone who's blogging to promote their company." ~ Jon Morrow, CEO and Founder of Boost Blog Traffic LLC

Would you like to win customers with your blog? Are your blog posts not as good as you'd like them to be? Or are you unsure what to blog about? *Blog to Win Business* teaches you how to write blog posts your customers love to read and share. This practical book takes you through the various elements of blog writing – from developing a unique voice to generating ideas and composing compelling headlines. This book doesn't just explain how to write a blog, it also helps you decide what to write and how to position your blog as a must-read resource in your industry. It has been described as probably the most useful guide to business blogging. Your guide to writing a company blog

This guide explains in simple steps how to write blog posts that engage readers and woo clients:

- Write lip-smackingly good headlines that entice people to read your posts
- Position your blog as a voice of authority
- Generate an endless stream of ideas for blog posts your customers crave to read
- Make your blog more engaging by describing your ideal reader
- Develop a unique voice to stand out in a sea of me-too blogs
- Captivate your readers with your blog opening
- Inspire your readers with your final paragraph
- Create a natural flow to hypnotize your readers
- Seduce Google to send you relevant traffic

This guide is easy to read and fun. It includes straightforward advice on how to practice and improve your blog writing. Would you like to gain more readers and turn them into customers? *Blog to Win Business* also includes:

- The 5 mistakes you must avoid when defining your blog purpose
- How to get unstuck when your fountain of inspiration runs dry
- A complete editing checklist to make your blog posts more conversational
- The 4 rules for writing delicious sentences
- The 3-step formula for writing irresistible headlines

This is NOT a stuffy, lengthy text book. All information is straightforward and written in plain English. Who this book is for

Are you a freelancer or small business owner looking to promote your company with a blog? This book contains practical, down-to-earth advice that you can actually use. This book is written for beginning business bloggers, but even experienced bloggers will be surprised how much they can learn from *Blog to Win Business*. Ready to grow your business with an enchanting company blog? This guide

helps you to plan, write, and edit your blog posts. It helps you to engage readers, build trust and authority, and to win clients. Scroll to the top to download this Kindle book now

## Book Information

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## Customer Reviews

Henneke Duistermaat is a powerhouse woman and creative marketer and copywriter who is convinced that we are not taking blogging seriously when it comes to using it as a business tool. She has worked for Philips Electronics and Saint-Gobain and now runs her own company Enchanting Marketing. In her introductory remarks she states, 'The web is full of bland content. Yawn-inducing blog posts that keep rambling on. Stock photography soooo unbelievably boring that you prefer the relaxing nothingness of white space. How can you create a business blog that enchants your readers and wins customers? How can you make your readers crave your next blog post? And how do you turn these readers into customers for your products or services? That's what this book is about. A business blog can: Raise awareness of your company Increase web traffic Start a "conversation" with prospects Develop your authority Get readers to trust your advice Build relationships as readers get to know and like you.' And from this stance she has us off and running, learning how to create blogs that position us in the industry in which we compete, the skills of

composing good headlines that entice people to read your posts, to create a natural flow to hypnotize your readers, to make a blog more engaging by describing the ideal reader, to generate an endless stream of ideas for blog posts your customers crave to read - or in other words, to make your blogs irresistible! This guide helps you to plan, write, and edit your blog posts. It helps you to engage readers, build trust and authority, and to win clients.

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