



## **Blog Blazers**

*40 Top Bloggers Share Their Secrets to Creating a High-Profile, High-Traffic, and High-Profit Blog!*

Web site/blogging expert Stephane Grenier had hired me to craft a title and subtitle for his new book on successful blogging – a compilation of in-depth interviews with 40 of the world’s top bloggers. The result was *Blog Blazers*. He then asked for my help with the book’s back cover copy.

On the book’s back side, I started building the case by underscoring the challenges facing bloggers in creating a successful and profitable blog. I followed that up by hinting that – according to the experts – perhaps it wasn’t all that difficult as one might imagine.

I then introduced the book, outlining what a prospective blogger could hope to accomplish by reading it. Here’s what we ended up with...

**A new blog comes online every 1.4 seconds.**

**There are more than 70,000,000 blogs on the Internet.**

**99+% of them are unknown, unvisited and unprofitable.**

**Far less than 1% generate healthy buzz,  
traffic and revenues.**

**What's the difference between the two?**

**What if it were just a few relatively easy-to-do things?**

Well, it is, according to the most successful maestros of the blogosphere — people like **SETH GODIN, JEFF ATWOOD, AARON WALL, ERIC SINK, NEIL PATEL** and others. These are the true blog black belts — bloggers whose creations garner plenty of visitors, notoriety, and in most cases, income! And as they see it, transforming a blog from “crash-and-burn” to blast-off isn't rocket science!

**In *Blog Blazers*, you'll learn the secrets of 40 top bloggers,  
as they all weigh in on such questions as:**

- What's your best tip for writing a successful blog post?
  - What are your main avenues for marketing your blog?
  - What was your most successful blog post ever?
  - What's the most common mistake new bloggers make?
  - What turns you off most when visiting a blog?
  - What's the best way to make money from your blog?
  - Which books and websites do you recommend to new bloggers?
  - Which five blogs do you regularly read?
- ...and many more!

While *Blog Blazers* can't guarantee fame and fortune, you'll learn what the top blogs all have in common and how to avoid the typical “blog blunders”— the mistakes that doom most blogs right out of the gate.

A blockbuster blog — the kind you thought only a few lucky souls had — is less about luck and more about common sense and a little extra effort. And it's within your grasp. Let the pros show you the way.



**STEPHANE GRENIER** is the nationally known founder and CEO of LandlordMax Software Inc., a longtime builder and promoter of numerous blogs (including his own, FollowSteph.com), a seminar speaker for “Website Promotion and Traffic Generation”, and the author of the critically acclaimed ebook, *How to Generate Traffic to Your Website*. His passion for helping businesspeople maximize the power of their blogs and web sites is the driving force behind *Blog Blazers*: compiling the proven best practices of the most successful bloggers in the world.

Computers \$16.95 U.S. \$17.95 CAN

ISBN-13: 978-0-9810852-0-3



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**LPH**  
Levac Publishing House  
BlogBlazers.com

Cover design by George Foster