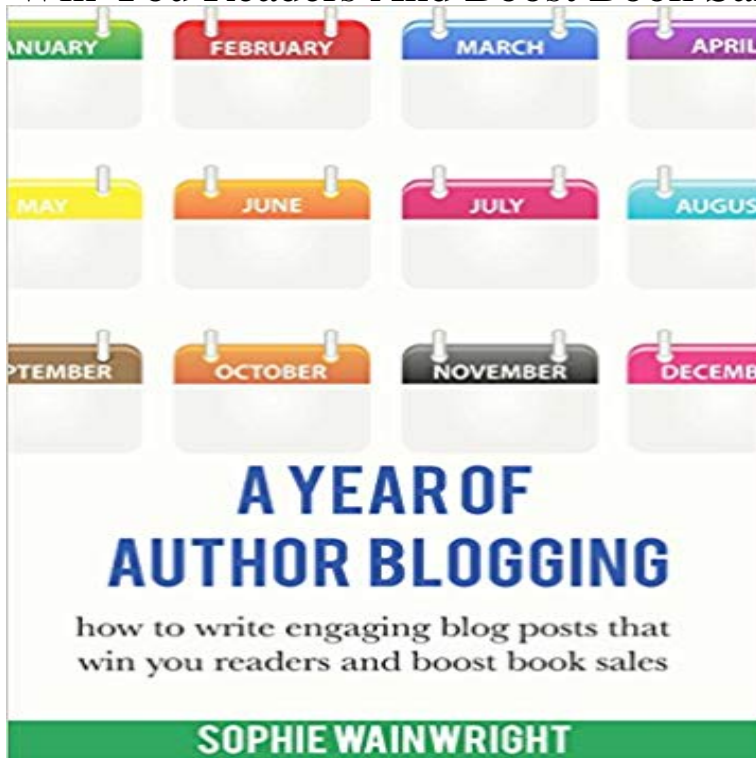


# A Year Of Author Blogging: How To Write Engaging Blog Posts That Win You Readers And Boost Book Sales



Written a book? Maybe even a series? Got an author blog? Wondering what on earth you should do next? In this fluff-free book, I give you a year's worth of ideas for your author blog. Whilst I wrote the book with fiction authors in mind, many of the ideas are easily adapted to help non-fiction writers too. You will learn: Why you should have an author blog How to make sure you stay on the right side of the law The golden rules of author blogging - break them at your peril! How to engage your readers How to write high-quality posts with no effort! How to recruit guest authors How to make the most of multi-media such as videos and surveys Why you should focus on giving back to the online community rather than self-promotion Where to go for a never-ending source of post ideas What are you waiting for? Download the book and get inspired to write some great blog posts today!

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