

## 'Blogging'

OK so you now have a website up and running – Congratulations - so below are a number of tips and great information about ways you can start to improve your website to improve sales.

Since this is the first entry in my 'BizToolz Blog' I thought it would be good to start with 'Blogging'.

By the way if you don't know how to build a website yourself you will be surprised at how easy it is – as I say to my coaching clients – if you can use 'MS Word' then you can build a website that sells (visit <http://www.diyzyweb.com> if you would like to find out more on a 'step by step' easy way to learn how to build your own website within hours).

### Tip No. 1 – 'Blogging'

So what is 'Blogging'

'Blogging' has become enormously popular in recent years, a 'blog' (a shortened name for web log) is a website where you can enter information and content without needing to use a HTML Editor such as MS FrontPage, etc – all your updating is done through a web browser (such as MS Internet Explorer).

Why Use 'Blog'

Well there are a number of reasons and ways you can use a 'blog' - but for me the main reason from a marketing and sales perspective is basically because of the fact people do not generally use the internet for research, finding things out, news, stock prices, how to do something, etc – they seldom use the internet for the sole purpose to buy. So when building your website you must keep this in mind – most times people are coming to your site to find answers to the questions they have – not to be 'flogged' something. It is therefore really important that you provide great content so your website answers these questions. A 'Blog' related to your site/business is another great way to achieve this.

Importantly I also use 'Blog' as a way to build a community spirit with customers as they can actively interact with me and others via a 'Blog' and that way we can build relationships – something I value very highly.

How can you set up a 'Blog'

Well I used <http://www.blogger.com> for this 'Blog' (blogger.com is owned by Google and hundreds of thousands of people have blogs set up using

this system) as it is quite simple (as it can be set up in minutes), so it is a good place to start.

If you want to start with something more sophisticated though, then you could use 'WordPress' (<http://www.wordpress.org>) which is also free. WordPress is very powerful and is therefore very popular with advanced bloggers. WordPress might seem tricky to set up and use at first but you can find whole ebook on the internet that can assist you here.

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