



The Synergy of Business and Blogging

Top Techniques From 31 Successful Bloggers

Featuring

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Editor's Note

Welcome to the 1st Edition of **The Synergy of Business and Blogging**. First let me begin by telling you a little bit about this collaboration.

How It Got Started

At the beginning of my journey in blogging, I came to realize one critical element that I found to be the source of many business owners and bloggers' success: collaboration.

Collaboration has many impacts on a business, but most of all it has the capability of driving each other's businesses forward in an expedited and powerful manner.

Thus my intention with creating this collaboration was to do just that - support each other in our businesses and at the same time create immensely valuable content for the followers of all participants involved.

Topics covered in this issue of **The Synergy of Business and Blogging** range from establishing business goals, using social networking tools such as Twitter, to link building and traffic generating strategies.

This is only a fraction of what's available from these fantastic bloggers! There is a ton of juicy stuff to sink your teeth into, so make sure to take the time to read as many articles as you can.

Enjoy!

Michele Welch



Don't Give Up!

By Michele Welch from [NewBizBlogger](#)

Starting an online business is hard work, no doubt. Whether it's selling physical products, blogging what you are passionate about or offering services, it takes patience, dedication and perseverance.

But there comes a turning point for many people when they decide if they should continue their venture or not. Often times they give up too soon. It can be for many reasons...lack of time, lack of money, boredom, and frustration, to name a few.

I had my turning point. I even remember the day. It was after Labor Day weekend in September 2009. I had just had a great weekend with my family. It was one of the few times I actually took a break from my business. I was relaxed and ready for work.

As if I had not had enough challenges with my business up to this point, my site was hacked with a virus and all my work was in jeopardy of being lost forever.

I emailed everyone I could; begged and pleaded with my hosting company and forum volunteers to help me fix the problem. With their help and after a couple of days of complete chaos, I was able to fix the issue and get store back online.

However, I was left with a feeling of helplessness, doubt, defeat and FEAR. I had been in business for close to a year up to this point and wasn't nearly at the level that I wanted to be.

Although I had learned a lot about coding, html, CSS, web design, and marketing (to name a few), I felt there was still SO much more to learn.

Every day there were more things to add to my to-do list and I could never seem to catch up. To top is off my website had been on page eleven of Google search results for my top keyword for a long time and it didn't look like it was budging. I was tired and frustrated to say the least.

“This was the first time since I've started my business that I thought about throwing in the towel.”

Guess what? I didn't. I'll tell you why. I came to the realization that there comes a time for many people in life that things get hard (really hard) and they are faced with a choice to keep fighting or throw in the towel. I didn't hear the bell yet...so I chose to keep on fighting.

I'm glad I stuck it out. Soon afterwards, my hard work began to pay off. Sales from my store picked up, my site moved up on Google search results and I started NewBizBlogger soon after which came to be my life's true passion!

Things began to get clearer for me. I started 'getting it'. All the issues that came up in the past that left me with migraines, running to my pantry digging out the bottle of Jack, no longer seemed so serious.

“So the next you feel like you are going to throw in the towel, before you do, ask yourself ... did I hear the bell?”

About the Author:

Online Business Advisor & Trainer, Michele Welch is the founder and owner of NewBizBlogger. She shares online business tips and [training](#) to those starting their own online business ventures on her blog, [NewBizBogger](#). You can also connect with Michele on [Twitter](#) & [Facebook](#).



10 Steps for Achieving Success

By John Komatsoulis from [Learn About Us](#)

In this article, I would like to share with you my “10 Steps for Achieving Success”. It is your attitude and your willingness to do these things that will determine whether you succeed or fail.

Goals are important because they will help keep track of your progress, and they will allow you to adapt to the ever changing world we live in. Facebook and Twitter were not around 5 years ago, and their quick rise to fame only reinforces our need to change and adapt with the market. I predict that within the next 5 years, newer more advanced tools will allow the human population to interact even easier and more dynamically. You can either choose to run and hide from change, or you can embrace it. Either way, you will control it or it will control you.

One of the great things about goal setting is that it will provide you a sense of direction. It will give you the necessary strength you need, in order to handle any setbacks you face. By learning to effectively set goals you will

become more confident. By working toward your goals, you will raise your self-esteem and self-respect. As you move forward toward accomplishing your goals, they will give you a tremendous feeling of personal pride and accomplishment.

Before starting your goal setting journey, I always encourage people to determine their main purpose in life. It is this one goal that you want to accomplish more than any other goal. This is the goal that you desire with a burning intensity and that you absolutely want to achieve.

When you determine your main purpose, it will become your mission, you will find it to be a driving force in your life and all that you do. In order for it to be effective your main purpose must be clear, specific and measurable. It must be time bounded and committed to paper. It must be accompanied by a plan to achieve it. It should be the central focus and key measure of most of your activity. Once you start moving forward towards

your main purpose, your whole life will begin to change.

I - Determine what you want in life

This sometimes is the hardest step for most people, and thus one of the major reasons people fail. The ability to clearly define what you want can be very challenging because of our innate belief that we are not good enough or that we don't deserve to be successful.

Take a moment, and determine how much you want to earn? What kind of home you want to live in? What kind of car you want to drive? What kind of activities you want to be involved with? What about your health, kids, school, friends, etc.?

Be clear in setting your goals. 80% of your success hinges on how clear your goals are. The clearer and more specific your goals are, the better. If you don't know what your goals are, make a note to call me after you finish reading this article.

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