

BLOGGING SUCCESS

How to Blog for Passion and Profit

*Includes 25 Great Ideas
for Great Blog Posts*



*Presented for
Members of*

*Marty's Inner
Success Circle
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How to Blog for Passion and Profit

Introduction

With over 150 million blogs in Cyberspace and thousands more being created every minute, having a blog is no longer an option for online business owners; it's a must-have. Regardless of your industry, one of the first places your customers and potential clients are going to go is your website, and if all you have is a basic page with contact information, they're going to be pretty disappointed. Today's customers want interaction, frequently updated content, and on-demand information, 24/7. Using a blog is an ideal way of delivering this info.

This short report will cover the basics of setting up and launching your own blog. I'll also include some tips for choosing topics and promoting your blog. By the end of this report, you'll be primed to join the ranks of millions of people who've successfully added a blog to their business website for greater visibility and stronger customer relationships.

Let's get going!

What's the Big Deal about Blogs?

If you've turned on a computer in the last three to five years, you know that blogs are online journals on topics from taxidermy to debt eradication, hosted by everyone from Fortune-500 CEOs to the ten-year-old next door. But how a blog can impact your business may not be completely clear to you. In sum, your blog may very well be the most powerful marketing tool you can use for branding your company, attracting targeted visitors, educating prospects on your products and services and much more.

First, blogs are quick to start. The current hosting platforms allow you to get up and running in a matter of minutes. The software itself is easy to learn, easy to customize and a great way to create a dynamic online presence without a lot of technical knowledge.

Blogs are also an inexpensive way to get your business online. You can integrate your blog into your website if you choose, or use one of the many templates available and just link your blog to your website and host it elsewhere. Either way, it won't break the business bank to set up a company blog, and the benefits will be well worth any cost or effort involved.

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A blog gives your targeted audience, customers, potential partners, and even employees, easy access to news and information about your company, products and services. You can share policy changes, product information, new releases, online coupons, behind the scenes insider info, and more. You can add video, audio, and other custom elements to make your blog truly reflect your business's brand. A blog can do what a newsletter or ezine has done in the past, only better.

One of the biggest benefits of blogging is that Google and other search engines love blogs; the frequently updated content, the links in and out, and the repeat visits make for high search engine rankings. Google will index your blog posts almost immediately, which isn't necessarily the case with a traditional, static website. That means you can post sales and ads that you might not be able to promote with another online format. Regular updates to your blog will keep your website visitors returning more frequently and staying longer once they find your site.

Your blog can also help you build a relationship, or strengthen a relationship with your customers, prospects and website visitors through greater interactivity and two-way communication. Visitors to your blog will be able to quickly and easily share their comments and suggestions with you, which will help you better understand your customers and respond to their comments.

Sold on the idea of adding a blog to your marketing mix?

Then it's time to select your hosting platform so you can get blogging!

Selecting Your Blog Platform

Once you've decided to start blogging, your first step is to choose a platform, or host. If you already have an online site, you could create a blog section of your current website. But you also may choose to go with one of these standalone platforms, all of which can allow you to easily handle text posts, audio, video, graphics, and more. Which one you choose will depend on your familiarity with blogging, your budget, and your desired level of customization:

Blogger.com. Blogger is a free blog hosting service owned by Google. Many beginning bloggers choose to begin with a Blogger-based blog because it's so easy to get started, it's quite intuitive, and it doesn't cost a dime. The drawbacks are that the templates available on the site are somewhat limited, and Blogger's terms of service may limit the advertising and commercial use of the site. Also, your URL, or website address, may include the Blogger directory, blogspot.com, so your address will become "YOURBUSINESSNAME.blogspot.com."

Typepad.com. Typepad is another free blog hosting service. It provides a significant

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amount of customization at the free level, and if you upgrade to a paid subscription (less than \$100 a year), it's almost entirely customizable. You can also add advertisements and use your blog for commercial purposes. The biggest drawback is that instead of having "YOURBUSINESSNAME.com," your URL will include the Typepad directory designation, and become "YOURBUSINESSNAME.typepad.com."

Wordpress.com. Wordpress.com (not to be confused with Wordpress.org) also offers free blogs, but again, your customization levels are limited, though there are tons of themes to choose from. And as with the other free options, your blog name will be "YOURBUSINESSNAME.wordpress.com." Not horrible, but a bit unwieldy.

If you want complete customization, and to portray a professional feel, your best choice is to purchase your own domain name through a site such as Namecheap.com or GoDaddy.com, which will cost you in the range of \$8-\$10 per year, and sign up for inexpensive website hosting through a service like MomWebs.com, Bluehost.com or HostGator.com for as little as \$5 a month.

Then download Wordpress from Wordpress.org for free, and install it on your blog. Some hosting services (including MomWebs.com) will even do a complete Wordpress blog set-up if you purchase your hosting through them, letting you concentrate on the content and leave the techie stuff to someone else.

With Wordpress on your self-hosted blog, you can add widgets and gadgets, find beautifully designed templates, and customize your site to the point that it's completely yours. You may like it so much, you'll choose to move your entire business website to Wordpress, as many thousands of business owners have done. Wordpress can handle membership sites, podcasts, retail, affiliate sales, and more. But before we dive into all the things you can add, let's talk about your goals for your blog.

If you want complete customization and total control over your blog, best to get your own domain name and use Wordpress.org to set up your site.

Blogging Goals

Once you've got your blog up and ready to go, you may be tempted to jump in and begin spilling all your thoughts out into the Internet world for all to read and marvel at. Don't do it! Before you write even one word, answer the following questions:

1. **Why are you blogging?** To establish yourself as an expert? Attract traffic? Make sales? Share your opinions? Choose one or at most two primary goals to keep in mind, and write each and every post with those goals at the forefront.
2. **How often are you willing to blog... not just next week, but next month and next year?** It's common to start out with a bang, declaring to everyone that

you're intent on blogging every day for the rest of your natural-born life. You're all revved up to take the blogging world by storm, and you do it – for a month. Then you start getting distracted by other things. Your posts start dwindling, from every day, to five days a week, to three days a week, until you're struggling to update once or twice a week. No good! Pick a schedule you can stick with for the long haul. If you're able to post more than that, “bank” some posts for the future so you have some in the can for when time is tight or you want to take a vacation. (WordPress has a feature where you can schedule blog posts in advance. So, the posts that you write today, can publish next week or even next month or a year from now.)

3. **Who is your audience?** Are you writing to consumers, prospects, potential partners, other professionals? Each audience will require a different “spin” on your approach. While you can have more than one group reading your blog, know who your primary reader is, and direct your posts at him or her.
4. **What do you want to write about?** Even within a very slender niche, the possibilities for topics abound. If you write about fitness and weight loss, you could write about news, personal challenges, debunk myths, expert advice, products, or a combination of all of the above. If you write about personal finances, you could do budget makeovers, review books, give tax tips, provide personal finance humor, or warn people about scams. Figure out your unique spin based on your business's unique selling proposition and your blog goals.

While you can have more than one group reading your blog, know who your primary reader is, and direct your posts at him or her.

Once you've answered these four questions, create a list of at least twenty blog post ideas. If you can't come up with at least 20, you may want to widen your scope a bit to ensure you have plenty of material to write about. And if you're really stuck, read on to the next section where I offer 25 ideas for great blog posts.

25 Great Ideas for Great Blog Posts

If you've chosen a topic you're knowledgeable and passionate about, you've likely got a lot to say, but you may have trouble breaking that knowledge into post-sized chunks. The best blog posts are narrow in scope, useful, and informative. Here are 25 ideas for great blog posts that will serve you well in your writing, both when you begin and even later on as your blog gains popularity and your experience grows. You may want to print this list for future reference.

1. **Answer a common beginner's question in your niche.** For instance, if you're in the Internet Marketing niche, a common question is, “How can I make money, fast?”

2. **Compile a list of relevant templates or printables your readers would use and enjoy.** For instance, for the mom market, to-do lists, shopping lists, and chore lists would all be helpful.
3. **Compile a news aggregate** of all the latest headlines on a given day.
4. **Compile a series** such as “Top 10 Ways to...,” “More Ways to...” and “Still More Ways to...”
5. **Compose a detailed, step-by-step tutorial on how to do something that your blog readers will want to know.** For instance, for the fitness market, “How to get your trainer certification.”
6. **Create a “Wordless Wednesday” post where you post only a picture on your blog.** Choose one that has a strong message whether funny, sad, or inspiring in some way, but make sure it relates to your niche.
7. **Create a Top 10 list of websites, books, etc.**
8. **Debunk a popular or common myth and explain why so many people have fallen for the fallacy.** For instance, “Why Quick Weightloss Doesn’t Work – And What Does.”
9. **Do a “Compare and Contrast.”** List all the pros and all the cons of a particular issue that your readers would be interested in.
10. **Share a story, poem, or simple prose.** “Chicken Soup for the Soul”-style essays are inspiring and simple.
11. **Interview a celebrity or well-known person in your niche.**
12. **Invite an expert in your field to share their insights and wisdom with your readers.**
13. **Make a list of FAQs (frequently asked questions) that would appeal to your target audience.**
14. **Offer an opinion on a new product or service.**
15. **Post a review of other blogs or ezines in your niche.**
16. **Publish an original article by a guest blogger.** In return you can give them a link back to their blog or website.
17. **Review a book in your niche and share your opinions on what the author has to say.**
18. **Share some relevant statistics with your readers and invite their comments.**
19. **Link to a pertinent video on YouTube.com.**
20. **Host a survey about an important topic and post the results, with added comments, on your blog.**

21. Update an old article with new information and share how the times have changed.
22. Write a series for newbies in your niche and invite them to share how it helps them or what else they need.
23. Share a round-up of relevant resources and link to other sites on the web.
24. Share a personal story about how you've dealt with challenges in your industry.
25. Write up a case study that offers up-to-date information on a newsworthy topic.

If you've exhausted this list, visit some of your favorite blogs *outside your industry* for inspiration. Keep an ongoing list of topics as you're out and about, and you'll never be at a loss for new material.

Promoting Your Blog Online

Creating a blog and writing a few posts every week isn't going to help your business unless you also work at promoting your blog. Online blog marketing opportunities abound, and most of them are free. Make use of every chance you get to find new followers and get links back to your blog posts. Here are some easy ways to promote your blog:

- **Begin using social media outlets** such as Facebook, Twitter, Digg, MySpace, etc. Gadgets and widgets – tiny pieces of code you install in your blog to perform specific functions – are available to automatically submit new blog posts to such sites every time you post. Doing so is an important way to gain new readers and subscribers.
- **Add a “Followers” widget to your blog.** Google offers a widget that allows people to click on a link and follow your blog then be notified of new posts. Followers then show up on your sidebar if you choose and show other visitors how popular you are.
- **Submit your blog to blog directories.** There are dozens of good sites that allow you to submit your blog, description and link free. When readers find a blog they're interested in, they can visit or subscribe to new posts. Google “Blog directories” for a list of possibilities.
- **Use every post to invite readers to subscribe or follow.** Add a footer to every post that says something to the effect of, “Enjoy this article? Receive email alerts when new articles are available! Just click on the Follow button or subscribe above.”
- **Seek out guest bloggers** to post to your blog, and when you use one of their posts, ask them to help promote it by tweeting to their followers and posting a link on their blogs.

Provide subscribers with quality information on a topic that interests them, and they'll gladly allow you to tell them about your products and services.

- **Add a footer to your email signature, linking back to your blog.** Every time someone reads one of your email messages, you'll be advertising your blog.
- **Include a link to your blog** on every page of your website, post about it on forums (ask for guest posts and offer blog links), include a link in your signature file and submit it to online directories and search engines.
- **Use quality search engine optimization (SEO) strategies** in your blog description and in every post you write. Use your keywords in the title, first paragraph, last paragraph and at least a couple more times in each post (depending on how long it is). You'll get better results when people search for the topic(s) you write about this way.
- **Post comments on other blogs and include a link back to your own blog.** This works especially well if you find blogs in your niche and that target the same visitors you're working to gain.
- **Create some extremely useful posts, called "Pillar Content."** Write about something your readers can refer to over and over again and you'll find other bloggers linking to your posts as well as readers commenting on them.

The more ways you can find of promoting your blog online, the more visitors, readers, subscribers and followers you'll get. That means the more people you'll reach with your message and that's the whole idea of writing a blog in the first place.

Promoting Your Blog Offline

You may think promoting your blog offline would be a waste of time, but you'd be wrong! Promoting your online website – including your blog – in the “real” world can gain you a bevy of new readers, subscribers, and ultimately customers. Here are some offline ways you can draw attention to your online activities:

Business cards. Include your blog link on your business cards and share them generously. Give them out to people you meet and mention your blog. Tack one up on bulletin boards at coffee shops, the library, and the laundromat. Ask proprietors of appropriate, complementary businesses if you can leave a stack of cards near the cash register.

Networking groups. At the chamber of commerce mixer, Toastmasters group, or other local networking group, promote your blog as your main contact point. Can't find a local networking group, or one you can afford to join? Start your own! There are free resources online, such as Meetup.com, and the added exposure for your blog and business can be tremendous.

Industry confab. Host an in-person get-together for your industry or niche. Invite your

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blog readers to spread the word to their friends and associates. It can be as informal or structured as you like. If your blog is about Internet marketing, for instance, you could host a local Internet marketing seminar and invite attendees to bring a tip or two to share with attendees. This method is a great way to have your existing fans help share their enthusiasm with others.

Print handouts. Create a free print version of a favorite blog post or two, and offer it through an industry event or meeting, or mail them to your customer base. *Make sure to include your blog address at the bottom.*

CDs. After you have a few dozen blog posts under your belt, select your favorites, or a dozen or so on a unified theme, and record them into an MP3 file and burn them to CDs. You can then distribute these for free, or sell them through an industry newsletter or an ad in the newspaper, on Craigslist.com, or through another publication related to your niche. *Be sure you include your blog address!*

Stick to it. Print some colorful stickers with your blog URL and attach them to all outgoing mail. This idea works best if you have your own domain since the URL will be shorter, but can be used for longer ones, too. You could also have a self-inking rubber stamp made and stamp the blog URL on all outgoing mail as well. (Even on the bills you mail in.)

Write. Submit an article or column to your local newspaper or an industry magazine or print newsletter. Instead of payment, ask for a bio box with your blog address to be included with the column. Don't limit this method to just one publication; a savvy businesswoman has her column distributed in over 200 newspapers, providing great traffic to her blog.

As you can see, promoting your blog offline is just a matter of mentioning your latest work as often as is appropriate. When you're excited about what you're doing, you'll find a way to work it into any conversation!

Easy Ways to Find Followers

We've covered some basic ways to promote your blog online and off. Although the first and foremost way to draw readers is through creating high-quality, useful content, there are some additional strategies you'll want to pursue as you gain your sea legs:

Add an RSS feed to your blog. An RSS feed ("really simple syndication") allows readers to become subscribers – they simply sign up through a free service like Feedburner (www.feedburner.com) and then the latest updates to your blog will be automatically emailed to them.

Add an email list to your blog. Use a list management service such as iContact.com, ConstantContact.com, or Aweber.com to create an email list. You can create blog broadcasts where you automatically email your contacts with the latest blog posts on a weekly

or biweekly basis. (P.S. This list will be worth a lot of money as you grow your business!).

Use social media to promote your blog posts. Announce your new posts on Twitter, Facebook, LinkedIn, and other social media sites. Wordpress and other blogging platforms have widgets that will automatically tweet your new posts, or post them to Facebook and other sites.

Turn your posts into articles. Take some of your strongest posts and revamp them into articles to submit to EzineArticles.com, LadyPens.com, and other article directories. Make sure your bio box includes a link back to your blog.

Join blog swaps. Look for blogs that have something in common with yours, such as a group of work-at-home moms (WAHMs), Internet marketers, or dog lovers, and arrange to follow and promote their blogs in exchange for promoting yours. Choosing blogs in your niche, or those with complementary audiences, will ensure those who follow you will be more interested in what you have to say.

Search for “U Comment I Follow” blogs. There are hundreds of bloggers in your niche who will follow your blog if you comment on theirs. Be sure to leave a link to your blog so they can find you and start commenting to gain new followers immediately.

Add social media icons to your posts. Many blog platforms, such as Typepad and Wordpress, will allow you to include social media icons like Twitter, Digg, StumbleUpon, etc., so readers can easily retweet or otherwise share your post.

Host a blog giveaway. Offer a free product or service drawing and let readers know they must follow you to be eligible to win. Promote your blog heavily and get the word out about the drawing for the best results. Then announce the winner on your blog!

Guest post for other blogs. Contact other bloggers and offer your writing services to other blogs in your niche, in exchange for a link back to your blog. Suggest topics that would appeal to the host’s readership. (See the section on “Write for Other Blogs” in this report for additional information on guest posting.)

Post guest bloggers on your blog. Making room in your posting schedule for guest bloggers not only will free you up from creating fresh content, it will also draw new readers who follow your guest blogger to your site. Make them feel welcome – and make sure they want to stay – by providing lots of great content!

Here’s a great guide on the topic by my mentor, Nicole Dean:

<http://www.ebookprofitscoach.com/how-to-blog-world-tour.php> – It’s a very unique traffic strategy for Bloggers that Works!

Finding new followers does require some work, but it’s well worth the effort in terms of added exposure for your blog and your business... plus added sales as you convert new followers into clients.

Finding new followers does require some work, but it's well worth the effort in terms of added exposure for your blog and your business, and added sales as you convert those new followers into clients or customers.

Making Money with Your Blog

While you might begin blogging with the sole intent of finding an additional way to market your business, you may soon be wondering if you can make money from your blog. The answer is, yes, you can – with some qualifications. Making money on your blog is easier if:

- You're a great writer
- You've created a strong following
- You have a good backlog of posts
- You are a great promoter

Here are some ways to make money from your blog:

AdSense ads. AdSense is a service through Google that serves ads to a specific spot in your sidebar that you've set aside. You can customize your ads to match your blog's colors and overall design, and choose ad topics that fit your niche.

Sign up for other ad networks. Google "Ad networks" and you'll come up with a bunch of options, including BlogHer, ValueClick, and more. The set-up is similar to with AdSense.

Sell private ads. Post a button with "Your Ad Here," or add a simple link to an advertising section of your blog to let folks know they can buy ads on your blog. Include pricing and placement options, add a PayPal payment button and let the ads sell themselves.

Write blog reviews or posts. There is some controversy over blogging for pay, but it can be lucrative. Signing up with sites such as Blogsvertise or BloggerWave will let you find paid writing assignments for your blog that can increase your profit and at least help pay your hosting fees. As your blog grows and becomes more popular, so will the number of paid posts you'll receive.

Provide sponsorship opportunities. Some businesses may not want to advertise on your blog, but they might be willing to sponsor a post. Just make sure to follow all FTC rules when providing post-for-pay.

Package your posts together and sell them. You may think no one will pay for something you've given away for free, but people do it all the time! Darren Rowse, the force behind the supremely popular ProBlogger.net, has made tens of thousands of dollars

with his popular ebook, “31 Days to Building a Better Blog,” which originally appeared as a series of blog posts. If he can do it, you can, too!

The best way to make money with your blog is to build a strong readership by providing quality content on a regular schedule, such as three to five times a week. Offering information your followers and subscribers want will make your blog more profitable by increasing your sales and growing your business, in addition to the added traffic that can increase the number of paid advertisers.

Troubleshooting Your Blog

As you move further along your blogging journey, you may hit a few snags. Don't get discouraged and be tempted to throw in the towel! Blogging is like any other activity: Sometimes the road can run a little rough. Here are some of the common problems you may face with blogging and how to move past them:

I don't have time to blog. Running out of time is a constant issue for busy entrepreneurs, and when time is tight, the blog may suffer. If you're constantly tight on time, you can:

- **Batch your posts.** Set aside an afternoon and write several posts at once, and schedule them to post ahead of time.
- **Repost an old favorite.** This won't work for the newer blogger, but if you've been blogging for a year or more, you can repost some of your oldies but goodies, as your newer readers won't have read it before, and your long-time readers probably won't remember!
- **Do a list post.** List posts are quick and easy – the top ten must-have tools in your field, the five best resource manuals, the six must-bookmark sites.
- **Record a video.** Videos can be blog posts, too! Record a quick, 1- to 3-minute video on a topic related to your blog.

I can't think of what to write. Most bloggers face *blogger's block* at some point. You can push past it by using the 25 post ideas included in this report, or by picking an old topic and looking at it in a fresh way. You can also create a round-up post of other industry posts you've enjoyed reading.

People aren't commenting. The number of comments on your blog never reflects the total number of readers. In fact, a very few readers actually take the time to comment! If the lack of feedback is getting you down, there are a few things you can do: Request that they comment. Ask a question. Hold a contest where people must comment to be entered.

Provide subscribers with quality information on a topic that interests them, and they'll gladly allow you to tell them about your products and services.

Or make an outrageous statement intended to spur conversation and ask for comments. Most of all, don't assume no one is reading what you write just because you're not seeing comments on your blog.

People are leaving nasty comments. Trolls – nasty people who seem to seek out opportunities to insult bloggers – exist. For whatever reason, they get their kicks from drive-by bombs they toss at bloggers. No one is exempt, so don't think you're the only one who's gotten blasted! If they are simply expressing a different opinion, welcome the discourse. But if they're nasty and negative, the solution is to ignore them. Do not engage in conversation, as they're not reasonable people. Also, remember it's well within your rights to delete abusive, nasty comments on your blog. It's YOUR blog, after all! (You may opt to approve comments before any are posted. This way you get to decide what gets put out there in relation to your blog.)

Blog for any length of time and you will encounter one or more of these problems. The key is to keep moving forward, realizing that the rough patches are just part of the journey.

Writing for Other People's Blogs

One great way to build up your own blog following is by writing for other people's blogs. Guest posting can help get your name and blog noticed by others who are looking for more information in your niche, and help you develop a broader base of fans.

Twitter and Facebook are particularly good places to find guest blogging opportunities. Not only can you tweet a note that you're available for guest blogging on your topic, but you can ask your friends and followers to retweet and share your info. This method alone could keep you as busy as you'd like to be.

Post a note on your blog that you do guest posts. Invite bloggers to contact you, and let them know what you can, or will, write about. You can even add a regular text link to the sidebar of your blog, or create a simple button that visitors can click on to get more information.

Do a Google search on "blogs YOUR NICHE." Check out the top results and pick a handful to contact with the offer of guest blogging. You'll find your results will be best if you target your approach to each blog, listing a few possible topics. Once you submit your post, it'll be published on their blog with a link back to your site. This is a great way for them to get free, original content, and a great way for you to gain new exposure for your writing and your blog.

Guest posting can help get your name and blog noticed by others who are looking for more information in your niche, and help you develop a broader base of fans.

Here are some general guidelines on guest blogging:

- **Customize your post for each blog.** Keep in mind the tone, length, images, etc. that the host blogger uses, and tailor your post to match.
- **Create new content.** Don't submit the same content to every guest blogging opportunity; bloggers will be more likely to turn their site over to you if you promise them exclusive, new content.
- **Offer to exchange posts.** Some bloggers will be more willing to let you post on their site if you provide the same opportunity for them. What a great way to establish a relationship!
- **Don't forget to write a great bio line.** Your bio needs to convince readers to click through to your site, so make it compelling and interesting.
- **Provide links to the guest post to your regular readers.** Your fans will want to read whatever you write, wherever it's posted, so make sure to let your regular readers know where you're writing.
- **Keep a list of your blog appearances.** Some bloggers will be impressed with the other big-name blogs where your work has appeared, so keep a list of everywhere you've blogged. You can add this list to the *Media* or *As Seen In* section of your site.

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Writing for other people's blogs can really help you build your followers and subscribers by getting your writing in front of people who might not otherwise be aware of you. Set a goal of a regular number of guest posts per month or quarter, and follow up! These opportunities will pay off over and over again.

Conclusion

By now, you should see blogging not as some mysterious, time-wasting activity, but as an integral part of your marketing strategy. By following this guide step by step, you'll be well on your way to blogging success. All you need is a host, a goal, and some great content, and your readership will continue to grow over time.

As with any promotional technique, though, blogging is not a "one and done" proposition. Instead, it will be a task you'll need to invest in over and over again. But that investment will pay off in long-term dividends. Long after you write the post or record the video, that little piece of you will be waiting for your readers, prospects, and customers, showing them who you are and what you offer.



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