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Define your blog's purpose. Decide who you want to help to achieve what. On my blog, for instance, I teach small business owners to create persuasive content so they can win business. Don't chase clicks with hyperbolic headlines. Write for your clients and prospects, not for faceless clicks.

35 Blogging Tips to

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Blog posts are educational and inspirational. A blog post doesn't have an immediate sales objective, but it does have a marketing purpose. By sharing your knowledge, experience, and skills, you grow your authority. Once blog readers get to know you, like you, and trust

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you, it becomes easier
to sell to them.

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Business Blogging 101: How to Woo Readers and Win Clients

12 strategies to win customers for your business. The below strategies and tips are the best answer about how to get clients for new business.

Implementing the strategies help your business to build trust

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with clients and prove winning in business. Let us discuss some of the customer oriented marketing strategies to win customers for your business.

12 Killer Strategies of How to Win Customers for Life

“Blogging to Win is the ultimate resource for new bloggers. Allison covers EVERYTHING. Literally everything: from basics like setting

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up your blog to how to create a blog business plan. As a food and lifestyle blogger, I found myself completely overwhelmed with the technical aspects of blogging.

Bloggng to Win Blog Course - Allison Lindstrom

Its goal is to help businesses use social media to win over customers, drive

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traffic, generate awareness, and, most importantly, increase sales. Blog articles range from expert interviews, the latest industry research, and tips to improve your company's social media presence.

20 Business Blogs That Will Blow Your Mind ... - Hubstaff Blog

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businesses. Their business blog, therefore, focuses solely on sales topics that provide in-depth guides, videos, tutorials, case studies, and real-world breakdowns of the world's best sales strategies. It's full of tips, techniques, and templates for every sales situation.

**100 business blogs
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Blog to Win Business is not only informative, it's entertaining.

Henneke "writes the talk", teaching by example throughout the book. Another benefit, although I wish it weren't so, is the clear reality, that creating a really engaging blog is not easy. Practice, practice, practice and as the blogger develops so does the

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standard for the blog.

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a blog post, it's a new opportunity for someone to find your business' website and learn who you are.

Why Business Blogging Works - HubSpot Blog

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In win-win
relationships, everyone
does their utmost to
understand their
partner's needs and to
satisfy them. In the

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past, conventional wisdom said that multiple vendors increased competition and enhanced performance; that playing one supplier against another was good business. The goal was to win at all costs.

Win-Win Business Relationships - Frank Sonnenberg Online

Most people aren't

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interested in your sales messages. Most people aren't even interested in your business. They want to know what's in it for them. To gain business with your blog you should stop thinking like a salesman and start acting like your reader's mentor. A salesman wonders how to get his next sale.

6 Tips for Wooing Customers with an

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Every successful business starts the same way: solving one problem. The key is to find the right one. Just keep in mind that you won't know how you did until after the fact so just go with your ...

**The Secret to
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and Growing Your
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beyond the scope of this article, I do not recommend using this version for your business blog. I do recommend using WordPress.org to create your own self-hosted blog.

5 Steps to Take to Start Your Small Business Blog Today

The Blogging to Win Workbook is a 60+ page workbook to help you organize and

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