Hello,

Below you’ll find your customizable messages.

To edit the messages quickly and easily just copy

the code phrases below into the "find/replace"

feature in your text editor. This is usually found

under the "edit or search" menu at the top of

the page.

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Instructions

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Here is a link to a quick video that will show you how to

customize all of the messages in this set at one time:

http://www.lisamcope.com/customizing-messages

- Highlight and copy the copy and paste phrases including

the quotation marks. One at a time and paste them in

to the "find what" box.

- Type your own information in to the "replace with" box.

- Click the “replace all” button.

You're done now just check to see if all of the information

is correct and then paste your messages in to your follow

up auto-responder and start sending it.

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Copy and paste phrases

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"autoresponder code here" (found in your autoresponder service)

"confirmation link" (found in your autoresponder service)

"your name here"

"your email address"

"your URL here"

Best of luck with your ventures,

Lisa M Cope,

If you need help or have any questions

please visit the help desk at:

http://www.lisamcope.com/help

http://www.plrnewsletters.com

----------------------------------------------------------------

Conformation message:

Hello "autoresponder code here"

Thank you for your interest in receiving our emails

It is very important that you confirm your subscription

so that we can start sending your messages.

Please take a minute and click the link below

to confirm.

"confirmation link"

We will send your first tip as soon as we receive

your conformation.

Remember we value your privacy. We will never rent,

share or sell your email address.

"your name here"

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Message # 1

Subject line: Your First Issue of the Easy Blogging Newsletter

Hello "autoresponder code here",

Welcome to your first issue of Easy Blogging. In each issue of this newsletter, you’ll learn valuable information on how you can start, manage and even profit from your own blog.

Starting your own blog can be easy and fun, as well as a great way to make some money. In this issue, we are going to go over a few things you should know about creating a popular blog.

Before you decide to jump into the wonderful world of blogging, it is important to determine what the purpose of your blog will be. One of the first things you should consider is the topic. For instance, you could start a blog about your favorite hobby, sport or pet. You could also create a business, political or educational blog. The choice is completely up to you.

Next, you’ll want to consider which blog platform to use. If you’re new to blogging, then you may want to start with one of the many free platforms available like, Blogger, Livejournal or Tumblr. If you have some experience with how blogs work and want to host your blog on your own domain then WordPress is a great option.

These are all free and provide you with the tools you need to create a great blog. The only other thing to consider before using a free blog platform like Blogger is that your blog's web address will look like this <http://www.blogname.blogspot.com>

However if you choose to get a domain name registered and host it then you can lose the blogspot.com part and your blog address will be <http://www.myblogname.com> instead!

Now let’s a few tips for posting content on your blog:

First, ensure that you’re posting regularly to your blog. At the minimum, you should try to post a few times a week. This shows your visitors that you’re an active blogger, which will make them more prone to keep visiting your blog.

Strive to maintain a presence on your blog and be there when your readers have questions. Become a habit that your readers don't want to do without. Making a connection with readers is important. If you feel like ending your blog, think of your regular readers and followers.

An important part of having a blog is to voice your own opinions. Find a subject that you’re truly interested in, are knowledgeable about, and then put yourself out there. People like to hear the opinions of others. Opinions usually get a reaction and reactions garner readers and comments.

The content of your blog should consist of high quality work. Before you post it, proofread your blog entry, to ensure that it is free from grammatical and typographical errors. You may also wish to have someone else read it, as a secondary proofreader and to ensure that the content is interesting to read.

Make sure you look for your next issue soon. We will be talking about how to make your blog stand out from the crowd.

Thank you again for joining,

"your name here"

"your email address"

"your URL here"

----------------------------------------------------------------

Message # 2

subject line: Easy Blogging

Hello "autoresponder code here",

In the last issue, we talked about a few things you should know about creating a popular blog. In this issue, we are going to talk about how to make your blog stand out from the crowd.

Because there are millions of blogs on the Internet, it can be tough to make yours stand out from all the rest. Whether you’re starting a new blog or looking to make your existing blog more distinctive, the key to building and maintaining a site that will capture the interest and attention of the blogging community is finding your niche.

Every great blog starts with a great idea, and you can't build a long-lasting successful blog without one. If you can fill a unique need, in a way that no other blog does, you'll be able to build a lasting relationship with your visitors and that will be the key to your success.

There are so many great sites for bloggers today, and competition for readers is very fierce. To make your blog stand out from the rest, you’ll need to offer them something that no other blog is currently offering, or you’ll need to do the same thing that an already popular blog does but in bigger and better way!

One way to discover an ideal model for your blog is to look at other blogs that have successfully captured a big audience. Then determine if you can use some of their strategies to help realize your vision. Of course, you’ll also need to add a unique flair to your project in order to set it apart from your competition.

Many people agree that the most popular blogs in today's marketplace are the ones that have the most personality. Therefore, another important thing to consider is how you can give your blog a unique and attractive feel by adding your own personality to your blog's design and content.

Once you have a great idea for your blog, have pinpointed a special niche that you’re well equipped to fill, and have infused the site with your own personality, the next step is

getting the word out to consumers who would be interested in hearing what you have to say.

So as you can see in the long run, a great idea just isn't enough to make your blog a huge success. You’ll also need a smart and realistic marketing plan in order to

draw readers to your site and if you find them with great content will keep them coming back!

Make sure you look for your next issue soon. We will be talking about how to become a more successful blogger.

Until then,

"your name here"

"your email address"

"your URL here"

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Message # 3

Subject line: Easy Blogging

Hello "autoresponder code here",

In the last issue, we talked about making your blog stand out from the crowd. In this issue, we are going to talk about how you can become a more successful blogger.

The idea of blogging intimidates many people. There is no reason to feel intimidated, because blogging is a skill that anyone can develop with a little bit of time, effort and creativity.

When you’re starting to blog, it is important that you stay motivated. You’re not going to get a lot of readers your first day, and even your first week, and that’s okay. Just keep writing what you’re passionate about, and the readers will come to you.

As we discussed in the last issue, if you’re planning to start up your own blog, think carefully about what you want to write about. Don't just write about what you think others will want to hear. Write about what you like and what interests you most. By writing what you love, your blog posts will pop with exciting, interesting information!

It’s also important not to go too broad with your posts. If you have different skills, try using them on a specific topic. Creating broad blog posts in an uncontrollable way can make your brand dissolve. Even if you have readers that are interested in various topics, you're making it harder for people to recognize your single brand.

Since blogs are written on a more personal level, you should avoid writing in formal tones. This will make it easier for the reader to relate to you on a personal level. This will keep your readers coming back later on to read more of the blogs you write.

Create an email update list for your blog. On your site, offer a place for people to sign up for these updates and send them out every time you post a new blog. Those who are truly interested in following your blog will like the idea of being notified when new content is posted.

When writing blog posts, it is critical to choose great titles. Try to add some keywords in your title, but keep it brief. With a little thought and creativity, you can come up with short, catchy, interesting titles that will draw readers in. Add a couple of meaningful key words and you’ll have readers in no time!

Make sure that your blog posts are organized well in order to make scanning easier. Make use of lists, header tags, and more. Keep in mind that the average reader is not going to want to read sentences and paragraphs that are long. Therefore, you should make them as short and to the point as possible.

Now that you’re more aware and informed about online blogging, do not hesitate to put these insights to work for you immediately. Blogging can be enjoyable and a big boost to your business, if you take the time to do it with sincerity and knowledge. Start today and reap the benefits that are possible with the insights provided here.

Make sure you look for your next issue soon. We will be going over some great tips for improving your blog.

Until then,

"your name here"

"your email address"

"your URL here"

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Message # 4

subject line: Easy Blogging

Hello "autoresponder code here",

In the last issue, we talked about how to become a more successful blogger. In this issue, we are going to go over some great tips for improving your blog.

When it comes to blogging, it's important to share your passions with others. Whether you’re traveling and want to keep in touch with those at home or simply want to share some tips and tricks with others, blogging is a great way to do this.

Headlines are what your readers tend to read first. They act like bait. If your bait is good, they will "bite" into the blog post too. However, if your headline is dull, repetitive, commonplace, predictable, or just not intriguing at all, your readers may decide to skip the entire thing.

As I have mentioned before, an important part of having a blog is to voice your own opinions. Find a subject that you’re truly interested in, are knowledgeable about, and then put yourself out there. People like to hear the opinions of others. Opinions usually get a reaction and reactions garner readers and comments.

You need to post regularly if you want readers to visit your blog repeatedly. Posting new items frequently keeps your readers' interest so that they'll keep coming back. The best blogs have regular content posted to them at least once every day.

If you can't imagine maintaining that pace, then pre-write several weeks' worth of content. This content can be used when you do not have time to develop content or are having difficulty coming up with content.

Design your blog to keep not just the reader's interest but also your interest. If you grow bored with what you’re writing about, you won't be likely to keep blogging. Even if you do, the quality of your writing will suffer. Your readers will be able to tell that your writing has lost some of its punch.

Have your blog feel friendly and warm to visitors. Reply to comments that people leave, and this means more than just thanking them, try to have real conversations. If you can develop a relationship with your readers, they will tend to be more loyal to you, and keep coming back.

Make sure you blog is in good health. This simply means performing the regular maintenance a blog page requires for smooth operation and posting highly interesting, updated content. This ensures that your readers always enjoy visiting your blog.

If you can, you should make use of a custom WordPress theme. In today's time, readers have the ability to recognize themes that are very generic in nature. Using these generic themes are just fine as long as you change up your header design so that it is more unique.

Maintaining a blog doesn't have to be as complicated as you may think. By using the tips we have discussed in this issue, you’re well on your way to having your very own blog.

Make sure you look for your next issue soon. We will be talking about the unspoken rules and responsibilities that come along with being a popular blogger.

Until then,

"your name here"

"your email address"

"your URL here"

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Message # 5

subject line: Easy Blogging

Hello "autoresponder code here",

In the last issue, we talked about some great tips for improving your blog. In this issue, we are going to go over some of the unspoken rules and responsibilities that come along with being a popular blogger.

Although there is no clear-cut code of ethics for online blogging, the responsibility to post ethical content is extremely important. The blogging community prides themselves on being an influential and reliable group of writers; therefore, they strive to maintain the integrity of their blogs, published entries by remaining honest, and fair.

These unspoken rules appeal to all bloggers to ensure that all the information they are posting is accurate. The facts should be shared without distorting the truth and all relevant references should be included and isn’t plagiarized in any way.

In cases when the authenticity of the information is uncertain, it is imperative to inform the reader. If photos are included in the post, put captions to explain their meaning and relevance. Never take opinions and post them as facts. Practice care when mentioning names and events. If your post is discussing a controversial topic or person, be careful about how you report it.

Remember, a person's privacy should always be held in high regard. Using the quest for information and the truth to interfere in other people's private business is always in bad taste. Instead, try to show compassion and empathy towards the individual you’re writing about. Your readers will appreciate that much more than a derogative rant.

It is also important to keep in mind that you are accountable for your actions. Take charge of the consequences of your publishing. If you’ve made a mistake, accept it and work immediately to resolve any conflict it might have caused. Own your entries and any reaction they may invoke.

Now that we’ve covered the rules of good conduct, let’s talk about a few more rules for posting content that makes your readers want come back for more.

First always give people motivation to read more. The key to compelling content is to have something to say, not just something to sell. Remember you are sharing information. The ultimate goal is to build a dialogue as well as engagement.

Always be personal and friendly. Write in a conversational tone when expressing your thoughts, ideas, and observations. When you’re composing your messages try writing it like you’re having a conversation a friend over a nice cup of coffee.

As blogging professional, it’s important to listen to your readers. Sharing your blog posts on multiple platforms like FaceBook, Twitter and LinkedIn is a great way to encourage interaction and keep the discussion going.

Don’t take criticism personally. Remember, everyone is entitled to their own opinion. It’s important to respect that. When you offer a point of view, you can’t except everyone to agree with you. If someone disagrees with you, be professional and respect his or her opinion. Don’t engage in an online war of words. It will only hurt your reputation.

Just keep it simple, promote a healthy discussion and be open to the ideas of others. By providing you’re readers with great content and good conversation, you’ll find that you’ll build a large and loyal following of readers.

Make sure you look for your next issue soon. We will be talking about the importance of keeping your blog fresh and exciting.

Until then,

"your name here"

"your email address"

"your URL here"

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Message # 6

subject line: Easy Blogging

Hello "autoresponder code here",

In the last issue, we talked about the unspoken rules and responsibilities that come along with being a popular blogger. In this issue, we are going to talk about the importance of keeping your blog fresh and exciting.

As we well know, many people are interested in entering the wonderful world of blogging, but they just aren't sure where they should start when it comes to creating and managing a well-structured blog.

When it comes to structuring your blog, it’s important not to go too broad with the topic of your posts. This comes back to staying focused on the purpose of your blog, For instance, if you have a blog about antique cars, you may be able to sneak a post or two in about vintage airplanes, but you won’t keep your loyal readers if you make a habit of going off topic. Even if you have readers that are interested in the random, off topic posts, you're only making it harder for people to recognize your single brand.

Make sure that the titles of your blog posts are eye catching. Imagine you’re someone just browsing the internet and you see your blog post among thousands of others. What catches your attention? The headline sticks out from the rest is the one that catches the readers attention. Make it yours!

When you’re just starting out, you probably won't have a horde of readers making comments right away. To make sure your blog gets the attention it deserves you may have to search out people and show them you exist. One way you can do this is to share your content on social networking, such as Facebook and Twitter. Just be sure to use them to communicate with people, not just to post links.

Since blogs are written on a more personal level, you should avoid writing in formal tones. This will make it easier for the reader to relate to you on a personal level. This will keep your readers coming back later on to read more of the blogs you write.

Minimize the background "noise". You want your readers to focus on your words and the point you’re trying to make. Keep your background to a light or white color without images or other distractions. If it is too busy, it will draw the readers focus away from your entries. It’s also a good idea to keep animated graphics to a minimum. While some are fine, too many are distracting and hard on the eyes.

If you plan to blog for the long haul, then invest in a domain name. It's inexpensive and will make your blog look more professional. Using your business's name or something related to it will make it easier for viewers to find you and remember you.

Use visuals, audio and video to enhance your content. While too many flashy graphics can be distracting, incorporating relevant and helpful images, audio or video will help break up your content and keep your readers more engaged in your posts.

Keep in mind that building an online presence takes time. When it comes to growing a following of loyal readers, being proactive is key. Share your knowledge and keep your readers engaged in the conversation and your audience will grow.

Make sure you look for your next issue soon. We are going to go over some simple tips for creating great blog content.

Until then,

"your name here"

"your email address"

"your URL here"

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Message # 7

subject line: Easy Blogging

Hello "autoresponder code here",

In the last issue, we talked about the importance of keeping your blog fresh and exciting. In this issue, we are going to go over some simple tips for creating great blog content.

Since blogs are meant to be an open dialog, you should avoid writing your content in a formal tone. As we have discussed before creating your content in a conversational tone is very important. Mostly because it makes it easier for the reader to relate to you on a personal level. Which keeps your readers coming back for more.

You should be adding new content to your blog regularly. Not only will this keep your reader engaged, it will help get your blog listed prominently in the search engines. Search engines are a great source of free traffic and they like fresh and frequent. So, create a schedule for writing and post new.

We all know that having active commentary on your blog is an effective way to attract traffic. This is because comments are content just like blog post. Readers will revisit your blog not only to read new articles, but also to see if anyone has left new comments. You can encourage commenting by asking questions and inquiring about your readers' perspectives in your blog articles. Responding to comments also encourages commenting.

Try participating in some online group projects. Attempt to do some collaborative writing challenges online. You can do things like guest blogging, or even writing some e-books. It can be a very productive learning experience. It's also great for promotion and it can help you experiment with various writing styles.

Be sure to use a dictionary when writing content. There are many online, or even desktop-based dictionaries out there that you can use. This can be very useful when searching for synonyms or other words. Brushing up on proper English can be beneficial to both native speakers and non-native speakers alike.

Link building is a great way to traffic to your blog. In order to generate enough quality links you need to submit your blog to web directories like DMOZ, Aviva and other blog directories. Doing this creates incoming links, which help your site get spidered, indexed and ranked higher by search engines, all of which drives more traffic to your blog.

Make sure you look for your next issue soon. We will be talking about the importance of finding the right layout, design and posting schedule for your blog.

Until then,

"your name here"

"your email address"

"your URL here"

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Message # 8

subject line: Easy Blogging

Hello "autoresponder code here",

In the last issue, we talked about creating great blog content. In this issue, we are going to talk about the importance of finding the right layout, design and posting schedule for your blog.

It almost seems like everyone has a blog these days. However, if you want to have a successful blog, you have to make certain decisions, and set certain goals. Apply what you've learned by reading this article to create a unique, successful blog.

Post original content on your blog, and include pictures or other content. Linking out to relevant sites, quoting experts in a field or adding videos can also make a post more interesting. Make sure you don't plagiarize, though, because people will stop visiting your site. Be unique and interesting with posts!

If you don't want to create your own blog from scratch, use a blogging service. Blogging services come in two main varieties. Hosted blogging services store your blog on the company's servers, while installed services run on your own domain. Some blogging services, such as WordPress, can be used in both ways. Whether you choose hosted or installed, using a blogging service lets you update your blog with a convenient control panel.

Don't get trapped in the hot topic writing zone. This type of content only lasts as long as the topic is hot. Which often ends up being a very short time and your content becomes outdated and irrelevant. Try writing content that can be easily read months and years down the road. Even if the content is about a hot topic, try to include something timeless in it.

As we discussed in the last issue, make a posting routine. This requires lots of self-discipline, but it's essential to your blog. If it's not updated constantly, then there's no blog. Try experimenting until you find one that fits your pace. There are some bloggers that post around 2-3 articles each day, while others post about one each week.

It is vital to your blog that you make yourself known and be visible. You can do this by writing guest posts for other people's blogs. It may seem a little scary at first, but you’ll find that other bloggers are eager to let you post on their blogs. Be sure to get familiar with their blog so you can write good, informative posts.

Have your blog feel friendly and warm to visitors. Reply to comments that people leave, and this means more than just thanking them, try to have real conversations. If you can develop a relationship with your readers, they will tend to be more loyal to you, and keep coming back.

Don’t forget, refrain from using blog designs that are too flashy. If there are too many animated graphics, etc. Having these busy designs makes it extremely difficult for your readers to read your blog. As a result, they'll likely leave.

While blogging may seem to be an easy feat, it takes a lot of time and planning to find the right layout, design and posting schedule. Once you find the right format for your blog be sure to stick with it and your audience will grow.

Make sure you look for your next issue soon. We will be talking about some great ways to get more engagement on your blog.

Until then,

"your name here"

"your email address"

"your URL here"

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Message # 9

subject line: Easy Blogging

Hello "autoresponder code here",

In the last issue, we talked about the importance of finding the right layout, design and posting schedule for your blog. In this issue, we are going to go over some great ways to get more engagement on your blog.

In the blogging world, success is no longer measured by the traffic that your blog gets, but through user engagement. You can achieve high traffic through search engine optimization, but also have an even higher bounce rate if the content on your blog does not resonate with your target audience. Here is a list of five things you can do to increase user engagement on your blog:

- A attractive user friendly design

A good website looks good and is easily navigable. To keep people interested in the content on your blog, it's essential that you sort out the aesthetics of your webpage. Have a nice theme for your website; use appealing colors, avoid stuffing it with too many sidebar widgets, utilize short paragraphs and at most two fonts for your content, and basically just keep everything tidy. If people like what they see, they are going to be interested in the content.

- Internal linking structure

A good linking structure is beneficial to search engine optimization. When you link related blog posts using anchor text relevant to the blog posts, you’re going to achieve more page views per visitor. The reason behind it is that; you’re making other content not on the same webpage visible to the reader. It's recommended to use the links in a subtle way, like having the links well-disguised within the text in a blog post. This will make them appear relevant with relation to the blog post in context.

- Page load speed

If your page takes time to load, Google will penalize you by kicking you back in the search engine results page. Your content will therefore become less visible compared to other websites. Your audience will also not take their time waiting for your slow page to load. When these two factors come to play, it does come off as a double handicap for your blog. To increase the page load seeds you can perhaps limit the size and number of images per post and trim down unnecessary cookies.

- Create posts with your audience in mind

This involves using a writing style that your audience can identify with. On the internet there are two predominant styles of writing, you can use either a professional tone or a friendly tone. Once you identify who your target audience is you can use the appropriate conversational tone for them.

- Create good content

I can never stress the importance of creating good content enough. It is vital to the success of your blog. Come up with interesting blog posts that are creative, informative, engaging and relevant to your target audience. While good content alone won’t ensure user engagement, it will definitely go a long way towards giving your audience something to talk about.

Make sure you look for your next issue soon. We will be talking about some tips you can use to help make your blog more successful.

Until then,

"your name here"

"your email address"

"your URL here"

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Message # 10

subject line: Easy Blogging

Hello "autoresponder code here",

In the last issue, we talked about some great ways to get more engagement on your blog. In this issue, we are going to go over some tips to help make your blog more successful.

We all know that blogging is a popular form of expression. It is hard to avoid running into a blog wherever you go online. However, as we discussed in the last issue creating a successful blog takes time, planning and involves making important decisions.

When you’re growing your blog, it is important that you never give up. You’re not going to get a lot of readers your first day or even your first week, and that is okay. Just keep writing what you’re passionate about, sharing your content everywhere you can think of and the readers will come to you.

- Make a plan

When it comes to having a successful blog, you're not just going to be writing and posting. It’s important to create goals, strategies, and perform regular evaluations. By knowing where you want to go and what you want to achieve you will have the drive to keep going even when times are tough.

- Use headings and subheadings

Break your blog content up into appropriate headings and subheadings. This serves to make the material more palatable. Readers' have a tendency to scan the page for key concepts before they begin to read the entire blog. Headings and subheadings will help them get what they are looking for and ensure they stay on your page long enough to read the entire blog.

- Share everywhere

Incorporate sharing widgets for social media sites. As you strive to build your readership base, social networking is a perfect way for your readers to share with others. By offering opportunities for your blog to be broadcast to friends and family, you’ll drive your follower base up drastically.

- Be unique

If you can, you should make use of a custom WordPress theme. In today's time, readers have the ability to recognize themes that are very generic in nature. Using these generic themes are just fine as long as you change up your header design so that it is unique.

Learn everything you can about topics related to your blog. The more quality information you can share, the better your blog will be. The greater your knowledge, the more readers will view you as an expert in the field. This will make the reader more likely to share links to your blog with their contacts.

Use empty space to improve visual interest in your page. There is a reason why those who produce hard copy material abide by certain formatting rules. Margins, spacing between lines and blocks of text, and even spacing between sentences is important to the overall visual effect of your blog.

If you want to ensure the success of your blog, you need to make sure that you know what you’re doing. Take the time before you start your blog to do research, so that you can make sure to get out of it what you want. Read as much as you can on the subject, and be 100% certain that you have all the knowledge that you need.

As was discussed earlier, bloggers are omnipresent now. There are many reasons to develop a blog, but everyone has the same broad purpose of conveying messages to readers. Use the tips above to better define and formulate your message in your blog for your intended audience.

Make sure you look for your next issue soon. We will be talking about some great ways to increase your number of blog readers.

Until then,

"your name here"

"your email address"

"your URL here"

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Message # 11

subject line: Easy Blogging

Hello "autoresponder code here",

In the last issue, we talked about tips for making your blog more successful. In this issue, we are going to go over some great ways to increase your number of blog readers.

Does your blog suffer from a lack of readers? Sometimes even when you are doing everything right like posting great content, keeping a regular schedule and rocking an awesome design the readers just aren’t there and it can be discouraging to say the least.

- Look for loyal readers

When it comes to increasing your reader count sometime you have to start small. You also have to go out and look for them. In the beginning, this can mean starting with relatives, friends and colleagues. Ask them to read and comment. These comments will encourage other visitors to join in on the conversation and them to leave comments too. Every time this happens, it increases the odds of someone new seeing your post.

- Find a blog partner

Look for other bloggers in your niche and work with them. Exchange ideas, trade posts and take turns leaving comments on each other’s posts. It’s a mutually beneficial arrangement, because you can share the workload and increase the visibility of both of your blogs at the same time.

- Participate

Look for related blogs with a large and active audience and leave helpful comments on their posts. This is actually one the best ways of marketing your blog since some readers will be bloggers and they will read your comment then visit your blog and read your blog posts whereby some will end up leaving comments.

- Relationships

You should follow up anybody who leaves a comment in your blog post. Ensure you express and show gratitude to that person and if he has a blog, ensure you have visited it and left a comment on his post. By doing this, you’ll create a strong relationship with him that will benefit you.

- Raise your ranking

Nowadays, there are many bloggers with the desire of getting more comments and readers, therefore you need to enhance on your blog ranking. With high PageRank, you’ll be seen as an influencer and get priority over the others hence more readers and comments on your blog.

- Keyword titles

The title of your blog will determine how many people will actually click on your blog post link once you post it any social media. Your title should be compelling, motivating, and promising as well as search engine friendly.

- Value

The most essential tip of all is providing real value for your readers. You should always strive to share high quality, reliable content that provides your readers with real value.

By doing that and incorporating some of the tips we discussed in this issue you should have no problem to increase the number of readers your blog receives.

Make sure you look for your next issue soon. We will be talking about

Until then,

"your name here"

"your email address"

"your URL here"

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Message # 12

subject line: Easy Blogging

Hello "autoresponder code here",

In the last issue, we talked about some great ways to increase your blog readers.

In this issue, we are going to go over some link building strategies for your blog.

When it comes to getting your blog noticed, search engine traffic is vital and free search engine traffic is even better. One thing you can do to help increase the ranking of your blog is to use link-building strategies. Link building refers to both incoming links and your internal linking structure. I hope that this issue will provide you with some link building tips to get you started in the right direction.

First, before you even put your link building strategy into place, you want to make sure you’re offering top-notch quality and information on your site, because it’s the foundation that holds it all together. Interesting and informative content will bring links to your blog naturally, without you having to go out searching for them.

- Directories

You should also make use of blog directories. There are quite a few blog directories where you can pick up a link to your blog including BlogCatalog, MyBlogLog and Bloggeries. These types of blog directories allow you to submit your blog to their index, which automatically links to your blog. They can give you many ways to increase the number of incoming links to your blog just by registering and they include a social aspect that makes them a great tool to use.

- Exchanges

Once you have, several compelling posts published on your blog you can approach other bloggers with equal or more authority than yours and request a reciprocal link. This works best when your blogs are relevant to each other, but not directly competing for the same customers.

- Contests

Holding blog contests is a very effective way to drive traffic to your blog and increase your quantity of incoming links. How do you do this? You can actually promote your blog contest on a promotion sites Contest Blogger and Sweepstakes Advantage, which are specifically for online contests.

- Articles

Write articles and submit them to directories like EzineArticles and GoToArticles. Be sure to include a resource box with link to your blog. The nice thing about using articles to build links is that once they are live in the directory they can be posted on other people’s websites, which creates even more links back to your blog.

- Get Social

Participating in forums and social networking sites like Facebook gives you more opportunities to get your blog noticed. Be sure to include a link to your blog in your profile. The key to making the most of these types of sites is to use them to start building relationships. Take time to comment on other people's content, remember to keep them informative, interesting, and never spam others with your link.

Make sure you look for your next issue soon.

Until then,

"your name here"

"your email address"

"your URL here"

---------------------------------------------------------------------

Message # 13

Use this as a template for even more issues

Subject line: Easy Blogging

Hello "autoresponder code here",

In the last issue we talked about ......................

In this issue let's go over ..................

>>>>>>>Add in your content here<<<<<<

Make sure you look for your next issue soon.

"your name here"

"your email address"

"your URL here"

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