

Ezines and Blogs

EBOOKS

If you have taken any kind of marketing course you have learned the importance of building ongoing relationships. E-zines have long been considered the most effective way to do that and now there is a hot new form of communication emerging—Blogging. If you are getting ready to create an e-zine or venture into your first blog, here are two exceptionally well written and clearly laid out e-books you will want to invest in.

In *Secrets of Successful Ezines: A Guide to Writing & Publishing a Newsletter that Gets Results!*, author Dr. Patsi Krakoff fully embraces the concept of “over deliver” and is absolutely committed to your success. You will learn how to avoid common mistakes, gain a thorough understanding of the technology required, explore content and formatting options and get great marketing advice.

The e-book is delivered in three parts: A 126-page instruction manual, a 66-page collection of interviews with 34 successful e-zine publishers, and 50 samples of well-designed e-zines. Since I’m already an e-zine publisher, I went directly to the interviews and walked away with some great ideas. This is an excellent resource.

At 133 pages, *Build A Better Blog: Tips & Tricks for Creating a Professional Business Blog* by Patsi Krakoff and Denise Wakeman is a must. You will learn about RSS feeds, permalinks, trackbacks, and pings. You will also learn how to choose content, how often to post, how to market, and new ways to use your blog to grow your business. It includes tutorials, links, and twenty-five interviews with successful bloggers. You also get access to conversations with experts teleseries, a self-help blog, five hours of audio tutorials and lifetime updates. Wow.



Self Help & Wishful Thinking

The bulk of coaching happens between sessions and this two-journal set offers a wonderful structure for self-reflection. Each spread provides a thought-provoking question on the left-hand side and a photographic image on the right. Some of the images are provocative while others are not. Those more visually inclined may choose to journal to the picture rather than the words—either way, the prompts work.

In the journal titled *Self Help*, the questions are more introspective and focus on exploring patterns and feelings. For example, “When I’m true to myself, I...” and “I don’t want to be dependent on...” *Wishful Thinking* on the other hand is more about envisioning and designing the life you want with questions such as “I wish I had more time to...” and “I’d like to have a chance meeting with...” This is a nice tool for life coaches and provides value for clients. This would also be an interesting journal to review from time to time to track how your responses might shift over time.



As a courtesy, links to all of these products and services are listed on the home page of www.coachingtoys.com

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