



## A FREE BLOG DOES NOT COUNT AS A PROFESSIONAL AUTHOR WEBSITE

BY ROB EAGAR

*\*\*Bonus article based on Rob Eagar's [Sell Your Book Like Wildfire](http://bookwildfire.com) (bookwildfire.com)*

Too many authors degrade their Internet presence by setting up a blog via a free service, such as Blogger, Word Press, or TypePad. This is a mistake, because the best blog these sites offer still makes for a cheap-looking one-dimensional website. Blogs don't provide the tools you need to create a professional presence—tool such as an online store, audio and video elements, event calendars, e-newsletters, and downloadable files.

Creating an author website can feel intimidating when you consider the potential costs involved, the technology to learn, and the time spent maintaining it. This intimidation factor has led many authors to avoid making a website altogether. However, you can't expect readers to get excited about your books if they can't find you on the Internet.

Your goal as an author is write books that people respect. In order to be respected, you need to look and act like a pro. Otherwise the public won't take you seriously. You'll be classified as an amateur. So spend the money

and time to create a solid website. If you do it right, you will reap a return on your investment many times over.