

Don't let the possibilities of the marketplace overwhelm your sense of serving the readers. If your readers can benefit from links to purchase books from Amazon.com, don't hesitate to include them. But rely mostly on your company's traditional revenue streams to bring in money.

With any luck, an informative, helpful blog that allows your customers to really communicate with your company results in new and repeat customers, which is more valuable to your business than any possible gain you might make from an affiliate program or advertisement.

What do you think? Do you find the appeals for donations and the advertising on Little Green Footballs (shown in Figure 9-4) distracting or just the price you have to pay for great political commentary?

Lesson learned: Business bloggers should be careful of soliciting donations or overt commercial efforts, for fear of appearing greedy.

**Figure 9-4:** Little Green Footballs has a donation link on every page.



## Don't Be Scared to Link

Links are a huge part of what makes your blog valuable to your readers — links to other blogs, news stories, resources on your company Web site, and even to your competition!