

## 52: The business of blogging

Always wanted to start your own blog or find out more about blogging? Then make sure you tune in to tonight's [Biz Takeouts Marketing & Media radio show](#), streamed live 5pm-6pm via [2oceansVibe Radio](#), where we will talk about the business of blogging with studio guests Dan Nash and Natalie Roos. [\[twitterfall\]](#)

### This evening's lineup



- Show host: [Bizcommunity](#) marketing manager [Warren Harding \(@BizcomWazza\)](#)
- In-studio guests: Cape Town blogging power couple Dan Nash ([@bangersandnash](#)) from popular men's lifestyle blog [Bangersandnash.com](#) and female blogging queen, Natalie Roos ([@natalieroos](#)) from [Tails of a Mermaid](#).



- Discussion topics:
  - the two bloggers' success in the South African blog environment
  - how they started their blogs
  - what content works on their blogs
  - how they use social media as traffic drivers
  - how the blogs make money
  - selling of your own branded merchandise
  - what's next on the horizon for each of them

### How to listen

- Internet radio/streaming audio: [2oceansVibe Radio](#)
- Mobile: [iPhone, Blackberry or Android apps](#)

### Comments or questions

- Email: [biztakeouts@bizcommunity.com](mailto:biztakeouts@bizcommunity.com)
- Twitter: tweet [@BizcomWazza](#) or [@SimoneBiz](#) using the hashtag [#biztakeouts](#)
- Facebook: [2oceansVibe Radio](#)

### Podcast

A [podcast](#) of the show will be available in the [Biz Takeouts special section](#) on Biz later during the week.

Bizcommunity.com's **Biz Takeouts Marketing & Media radio show** takes South Africa's biggest online marketing, media and ad industry platform to the airwaves and gives relevant, useful and interesting insights into all aspects of marketing in SA, Africa and beyond. Each week, the show features the movers and the shakers of the industry, current media trends, upcoming events and brand activities.



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