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Blogging For Creatives: How Designers, Artists, Crafters And Writers Can Blog To Make Contacts, Win Business And Build Success



Synopsis

Of the billions of internet users worldwide, a massive 80% are visiting blogs. The blogosphere has become a huge platform for individuals and businesses alike. As well as being essential for creative trades of all kinds--carpenters, photographers, caterers, gardeners and graphic designers to name but a few--blogs can be inspirational and beautiful; becoming hubs for people with similar tastes and interests. Blogging for Creatives is the first approachable, non-techie guide to the blogosphere, complete with hundreds of tips, tricks and motivational stories from artistic bloggers who have started from scratch. It covers everything creatives need to know about how to design a beautiful, interesting blog that people will want to return to again and again--such as how to design, publish and host a blog, as well as keeping it fresh, staying motivated and forging connections with others in the field. Professional advice is highly illustrated with examples of successful blogs, broken down into succinct types that work, helping the reader to identify and develop the style of blog they want. Includes box-out tips, tricks and anecdotes from successful bloggers. Non-techie approach that reflects the creative scope of the modern blog. Highly illustrated with examples of blog types that work, with proven advice from the creators.

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Customer Reviews

Blogging for Creatives is a helpful starting guide to blogging for those into art, crafting and design. Actually, the book is written in a manner that's applicable to general bloggers as well, just that most examples featured are of art and design, and sometimes cooking. This book has many helpful tips on blogging and getting up to speed. It assumes no prior knowledge and the instructions are always

clear and concise. So the book is great for beginners. Here's the list of chapters: + Get Started + Blogging Tools and Technology + Step-by-Step Setup + Creating an Eye-catching Blog + Creating Great Content + Blogging on the Move + Promoting Your Blog + Being Social + How to turn Blog Visitors into Cash + PR and Your Blog + Monitoring Your Blog's Performance + Troubleshooting + Let's Blog

The book covers the basic setting up of the three main blogging platforms, namely Google's Blogger, Wordpress and Tumblr. There's a good comparison between the Wordpress blogging software and the Wordpress blog hosting platform that explains the difference well. It's quite important to know the differences because there are certain peculiar limitations to the Wordpress blog hosting. After setting up, it talks about ideas generating content, marketing and measuring your blog's performance. Those are all essential skills. I've been blogging for several years and have learned from experience much of what's taught in the book. The book does a good job of covering the basics. I like the many examples of blogs showcased. They are beautiful, inspiring and really shows the potential of blogging. Highly recommended to beginner bloggers.

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