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# Blog, Inc.: Blogging For Passion, Profit, And To Create Community



## Synopsis

With roughly 95,000 blogs launched worldwide every 24 hours (BlogPulse), making a fledgling site stand out isn't easy. This authoritative handbook gives creative hopefuls a leg up. Joy Cho, of the award-winning Oh Joy!, offers expert advice on starting and growing a blog, from design and finance to overcoming blogger's block, attracting readers, and more. With a foreword from Grace Bonney of Design\*Sponge plus expert interviews, this book will fine-tune what the next generation of bloggers shares with the world. Learn how to: - Design your site - Choose the right platform - Attract a fan base - Finance your blog - Maintain work/life balance - Manage comments - Find content inspiration - Overcome blogger's block - Choose the right ads - Develop a voice - Protect your work - Create a media kit - Leverage your social network - Take better photographs - Set up an affiliate program - Partner with sponsors - Build community - Go full-time with your blog - And more!

## Book Information

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## Customer Reviews

I thought that Blog, Inc. was going to be a self-promotional book about Joy's blog mostly, like you see so many bloggers do these days. I could not have been more wrong. I was a skeptic and found that this book is actually an extremely credible, accurate and helpful resource for anyone trying to break into the blogging community, or for bloggers who have been in the blogging ecosystem for years. I have been a (mostly) silent, but ever-fascinated, observer of the blogging community at large. I have started and stopped blogs of my own but will be reinvigorating a new blogging venture in the coming weeks and was curious about this book. This book not only provides personal

interviews with some of the most successful bloggers on the Internet today, but it also offers helpful tips that will either spark an idea for a blog post or spark some further thinking on something you may have thought about before but never fully explored. If nothing else, reading this book will fill you with a new desire to better commit to the blog you started out of love in the first place! I was expecting a book that wouldn't tell me anything I didn't know already. What I got was a book that gave me a fresh perspective on some of the things I thought I already knew. Knowing that Joy is a hugely successful blogger, her years of experience and successes only add to the credibility of each page. I am enjoying this and thrill myself everytime I write a note in the margins for a blog post idea...which is about every page. Highly recommend. (Disclosure: I was not paid or compensated in any way to write this review and I purchased the book myself through .com.)

When I ordered Joy Cho's book, I was expecting it to be geared towards the beginner level of blogging. However, I devoured that book from front to back, and I soon realized it is both for the starter and the pro. I was taking notes the whole way through. She offers some very practical tips on everything from the start of naming your blog to making it a full time business. I love how organized and easy the book flows. Other topics she tackles: Blogging Etiquette, Social Networking, SEO, and What to Charge for Sponsorship. These are topics that are hard to find facts and realistic tips on, and every blogger needs guidance with at some point in their experience. In between chapters there are fantastic Q & A's with successful bloggers that I really enjoyed. Very honest, helpful, and inspiring perspective on their blog journey. It's the best all in one resource for both aspiring bloggers and experience bloggers alike! When I get emails with questions about different aspects of blogging, I will now direct them straight to Joy's book! :)

As a small business owner of a stationery and invitations company, I struggle to keep up with my blog and wonder if I am really reaching my customers through this medium. Joy's book, *Blog Inc.*, provided me with tips and easy-to-follow steps to re-energize my blog with more personal information showing readers a "behind the scenes" sneak peek at my work and daily life. I learned blogging and traffic basics, when and how to reach out to sponsors and how to connect in the blogging community. The stories from successful bloggers were inspirational and it is good to know that they too started off with zero comments on their blog. A highly-informative, quick read for anyone interested in the wonderful world of blogging for their business or personal use!

I was recommended this book by a successful blog I follow. I have a little blog and would like to get

more readers, so when she recommended this book, I bought it immediately. It starts out good, easy to read, well written, gives inserts of other bloggers and their "testimony." But, I quickly realized there were no real tips or advice. It would say, I talked to so-and-so, and they had great advice or such-and-such was really helpful. But the book never told you any advice or gave out those helpful hints. If you want to start a blog and have no idea in the whole wide world where to start (go to Blogger.com) this book might be a jumping off point for you. If your blog is up and you are blogging, then you have surpassed what this book can deliver to you.

As a blogger for over five years, I picked this book up hoping to find some hints on how to improve my blog. This book turned out to be especially helpful in many ways. I really resonated with the main premise presented at the beginning of the book, that blogs are wonderful platforms to share your passion of a subject and see what others think about it. With a blog, you have the opportunity to create a supportive and interactive community, and this book shares advice about how to go about building this community and reaching out to others. Information is presented on basic topics like which platform to choose, things to consider when updating your blog's design, and how to turn it into a business. I found the interviews of established bloggers to be the most inspirational aspect of the book. The bloggers shared their experiences and thoughts about the practice of blogging, offering nuggets of wisdom that cross over genres and subjects. I kept a notebook beside me during the whole time I read this book because of all the good ideas. Even if your goal is not to become a full-time blogger, this book has a lot to offer and I encourage you to check it out.

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