



Blog, Inc.: Blogging for Passion, Profit, and to Create Community

Joy Deangdeelert Cho , Meg Mateo Ilasco

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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!

Blog, Inc.: Blogging for Passion, Profit, and to Create Community Details

Date : Published September 19th 2012 by Chronicle Books (first published September 7th 2012)

ISBN : 9781452107202

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Format : Paperback 184 pages

Genre : Nonfiction, Business, Language, Writing, Reference



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Katie/Doing Dewey says

Summary: Mostly too basic or too advanced for me, but I still enjoyed how much it made me think.

This book starts you right at the beginning, with helpful advice for picking a blog topic, a title, and a blogging platform. While these are obviously things I already have, I still appreciated these sections. I thought the author had some great advice. She made me revisit a lot of my original choices to decide if I was still happy with them. I think we can all use that kind of prompting every once in a while! As someone who started blogging almost 4 years ago, I really should be asking myself if all my original blogging choices are a good fit for me.

The author doesn't talk at all about book blogging. She comes from the lifestyle blogger world and that's clear in her choices of examples and bloggers to interview. That didn't make her advice irrelevant to me though! Sometimes I did feel a little left out, but overall, I think I learned even more because she came from a slightly different perspective than I do. She certainly talked about monetization and sponsors in a way that seems to be very rare in the book blogging world. Some of her monetization ideas felt like a bad fit for me for that reason. Others felt too advanced - I'm definitely not to the point where I'm treating my blog as a business! She also had some ideas that I think could work for me though. Even though I'm obviously not blogging for the money (if I were, I wouldn't blog about books!), I wouldn't complain at all if I could make a little pocket change from a hobby I love.

Even though I wasn't the target audience for this book, I felt as though I got a lot out of it. I would, of course, highly recommend it to bloggers for whom it's a better fit - new or aspiring bloggers, lifestyle bloggers, and those looking to get serious about blogging as a career. However, I would also recommend it to fellow book blogging veterans. It's a thought-provoking read that will cause you to revisit your early blogging choices and give you a slightly different perspective on blogging.

This review was originally posted on Doing Dewey

Kelli Cooper says

Some good info, but the first half covered mostly basic things I didn't need information on. The second half was more helpful given my prior knowledge.

Dana Al-Basha ????? ?????? says

I have been blogging for years now, the first blog was a mess, the second one an experiment, the third one was my first real attempt at blogging, I messed up a lot, learned a lot, and became well known, all in all Dana's Sanctuary will always hold a very sweet spot for me, but now that I'm working on my business venture, I need to study my steps better, this book is simply amazing.

Every question I had was answered, it raised in me new ideas and more questions as well, I recommend a small notebook with you to write your ideas and questions down while studying this book.

Loren says

I've been blogging since 2004. I started as a mommy blogger on Livejournal, but then my writing life led me to RedRoom.com and my love of cemeteries steered me to WordPress. After all those years, I know the basics of setting up a blog and generating content, but I struggle with posting consistently and I'm a dilettante at design. I was hoping this book would provide the solutions to my lapses. It didn't.

It does, however, provide a lot of information about setting your blog up as a business, including writing a business plan and pursuing advertising. I don't see myself doing either of those things, but I didn't know anything about them either, so it was good to be exposed to the information.

Overall, I felt the book was targeted toward designers or cooks or craftspeople, people who create a physical and photogenic *thing* they could focus their blogs on. Since my blogs tend to be heavily based in research and/or memoir, I felt less like one of the cool kids. I learned a fair amount I didn't know, but I'm not sure how pertinent it actually is for me.

Maybe what I need is to take Britt Bravo's blogging class again. Or for Britt to finally write her book...

Amanda says

While this book had tons of practical tips for bloggers, I definitely think most are of value to newer or aspiring bloggers rather than ones that have been in the game for awhile. I enjoyed some of their interviews, but for the most part, I already know most of the information in it. It was nice to have such a well-put together guide though, and it did help top inspire me to keep chugging along.

Melanie Hilliard says

Oh man, this book got me so excited about blogging but then I had to accept, I'm lazy.

Kerry says

Oh, the perkiness. Everything is gonna be just great. While one of this book's main points is about being authentic, this paper-cutter blogger's voice sounds like it's issued through clenched teeth--and I'm not specifically pointing to this author, but all who adopt this twinkle-toothed tone. I guess that works for people raking in success from their blogs, but it isn't authentic, not on anyone.

This book also seems outdated, even for 2012. Blogging was way out of the "Wild West" territory by that

year.

Overall, this book only scratches the surface and basically tells you what all such books tell you: where to go to find the information you need, in the most general terms.

Lisa says

Highly recommend to anyone interested in starting a blog as a hobby or a business. Covers all the bases in a professional yet casual, friendly voice, and lists all the resources the author or the interviewees mention to assist you in creating and maintaining the best blog possible. Good to have on hand for future reference as your imagined blog becomes reality.

mistyprose says

It's a good book for those who are completely clueless about the blogging world, as it provides detailed explanations about many blogging aspects. However, I already knew most of the things included in this book (online), but it was still intriguing to read the multiple interviews from successful bloggers.

Ananya Juneja says

So when I first started blogging (last month lol), someone recommended the the book Blog, Inc. and I have to say I'm a little disappointed. Now I'm pretty good with technology and I've been pretty familiar with the NetWorld for many years. So for me, I didn't really get too much out of this book. It really goes into MANY current/past blogs that have done well and why the bloggers think they did well. This book is really geared to someone who is unfamiliar with blogs and social media. I really wanted more tips than just 'advice questions' from past bloggers. And I feel that starting a blog requires a different approach then it did a year ago (when this was written).

So overall I would give this book a C-. Maybe that's a little harsh -- but I'm being honest with you guys and I don't feel that I really got out of it anything that can't be found by googleing 'how to blog'.

Margo says

Honestly more a 2.5, but I thought I'd be generous.

On the whole, it covers a blog's life from the very conception (or pre-conception?) through to making a full-time income from it.

Delving deeper.... well, it doesn't really.

Although published in 2012, some of the book is already quite outdated, though that's pretty typical of any book written about computers or the internet, in that they date exceedingly fast. Several of the blogger

profiles featured have changed names and/or re-invented themselves, and others have ceased entirely, most notably, Regretsy (sniff, sniff!)

I was also disappointed that one of the main things I was reading the book to get ideas on was virtually nonexistant in the book - how to **grow** an existing but poorly read blog. The stuff on creating and establishing a blog, yep, got that covered, though I like to read it for general ideas anyway. The stuff on how to properly treat the blog like a business, and handle tax stuff, and consider collaborating and/or taking on staff.... well, I'd LOVE to need to know that stuff, but at the moment it's a pipe dream. Really, the book seems to jump from very basic do's and don'ts in blog etiquette (do: post regularly. don't: leave the blog for months on end and expect readership to still be there. do: make it interesting, ideally unique don't: copy other people's stuff) to how to proceed once your garnering over 100,000 unique visitors per month.

Seriously? Am I the only one who noticed the gap between the two topics?

But... well, it wasn't a complete waste of my time. Joy Cho's voice is strong, entertaining, and informative throughout, so I can't knock the writing, even if I do question how heavy it is (or isn't) on actual content.

Phoebe says

A solid overview of blogs and blogging best practices. I'd recommend this quick read to beginners and to people looking to take their blog to the "next level." Also, nice touches with the many interviews with professional and hobby bloggers, with the overarching community-building focus, and with offering multiple measures of success (instead of simply defining success as related to money.) Good design and easy on the eyes. My reason for the three stars is that I, while I felt inspired and found a few good takeaways, I strangely had trouble focusing on this book and kept falling asleep. Probably it was me, not the book! :^)

Kristin Antosz says

A good resource if you're brand-spanking new to blogging, but you can skip this if you're a veteran blogger (there's not much new to take away if that's the case.)

Dena (Batch of Books) says

It's okay. Nothing new. This is a good book if you're new to blogging and social media because it goes over things from the very beginning. Picking out a name, blogging platforms, and what to post. There are a lot of interviews with successful bloggers who share their experiences.

It's not what I was hoping for and it's nothing that you can't find in a few helpful articles online. However, if you're brand new to blogging, *Blog, Inc* will be a helpful book.

Content: clean

My blog: Batch of Books

Marilyn Nimz says

I was really excited to see that someone had finally written a good book about blogging. It doesn't seem like there are many other books out there written by bloggers that I follow and respect. That's why I was so thrilled when I saw that Joy Cho had come out with this book. I feel that it is the perfect extension of her blog and am so grateful that she would share this personal advice on how to get your blog up and running the proper way. The book is broken up really well into different categories which also include personal interviews with other famous bloggers and how they got their start. The book is also filled with encouraging words that I feel every human can relate to. This book is a great read and a powerful tool if you are looking for ways to start or improve your blog or similar internet venture.
