

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

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

Joy Deangdeelert Cho

**Download PDF / ePub / DOC / audiobook / ebooks*



[Download](#)

[Read Online](#)

#82193 in eBooks 2012-09-07 2012-10-01 File Name: B009B8V7JU | File size: 25.Mb

Joy Deangdeelert Cho : Blog, Inc.: Blogging for Passion, Profit, and to Create Community before purchasing it in order to gauge whether or not it would be worth my time, and all praised Blog, Inc.: Blogging for Passion, Profit, and to Create Community:

93 of 95 people found the following review helpful. Credible, helpful resource for new and seasoned bloggers! By Bridget Forney 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.)

3 of 3 people found the following review helpful. Great For Newbies! By Candice Cook
An excellent book for newbies. I really enjoyed reading *Blog Inc.* I took it with me everywhere and read it while I waited in offices and the carpool lane at my daughter's school. I would say it isn't really a book for people that are already experienced with blogging, but a great read for those of us that are just beginning. I would highly recommend it.

0 of 0 people found the following review helpful. Good primer for blogging, beginners By Parka
I'm writing this from the perspective of a blogger, someone who has blogged since 2008 with a moderately successful blog (relatively speaking). I'm always on the lookout for books on blogging so as to improve my website for readers, try new techniques. This book by Joy Deangdeelert Cho is more of an introductory guide to blogging. It covers topics like picking your niche, choosing a blogging platform, how to behave online, and monetizing your blog. They are mentioned in a rather general way, very informative to new bloggers but lacking the depth that experienced bloggers look for. I like the interview series as they look at other bloggers. It gives a nice overview of blogging from the perspective of other bloggers. However, if you want to get more technical, I would recommend checking out *Blogging Heroes* and *Clear Blogging*.

Blog, Inc. is just one of the many books on blogging that are out there, just that this one's from the perspective of the author. Most blogging books talk about similar techniques at building a successful blog, with the difference usually being the story of how the author started her own. I may sound critical but I've read too many books on blogging. If you're a beginner, you might also want to check out *Blogging for Creatives*. If you're into changing your mindset, you can try *Click Millionaires*.

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.

"*Blog, Inc.* really reads like an inspiring conversation with a great friend who is offering you her best advice over a good cup of coffee. Packed with insights for everyone from seasoned bloggers to those just starting out, Joy offers wisdom on how to create community while translating your passions into an inspiring online presence." - Sarah Walker, *The Curated House* blog
"This book will be your new best friend and number-one resource-a true modern-day business school for blogging! Joy's advice, tips, and personal blog insight is phenomenal!" - Erica Domesek, *P.S. I Made This...*
"If the physical world of blogging is about fostering a sense of community, then *Blog, Inc.* is its new manifesto." - *The Glitter Guide*
"If starting a blog was like embarking on a safari expedition, Joy Cho is the knowledgeable tour guide we'd want by our side." - Taylor Combs, *Martha Stewart Living*
"Good for both newbies and those who want to take their site to the next level." - Dorkys Ramos, *Dry As Toast* blog
About the Author
Joy Deangdeelert Cho is a graphic designer, blogger, food enthusiast, and coauthor of *Creative, Inc.* She worked with numerous fashion clients in New York before launching her own design business and beloved blog, *Oh Joy!*, in 2005. In addition to running her blog, she now designs textiles, packaging, and branding for clients in the fashion and food industries, consults other creative businesses through her Rx program, and has a product line of stationery and wallpaper. Joy lives in Los Angeles with her husband, daughter, and three cats.
Grace Bonney is the creator of *Design*Sponge*, the award-winning home and product design Web site. She founded the *Design*Sponge Biz Ladies* series, a traveling event designed to connect women running their own design-based businesses. Grace lives in Brooklyn.
Meg Mateo Iasco is a designer, illustrator, and writer. A serial entrepreneur, she launched her first business in 1999, and is the author of three books on the topic: *Craft, Inc.*, *Creative, Inc.*, and *Mom, Inc.* Meg lives in the San Francisco Bay Area.