Blogging for Creatives: How designers, artists, crafters and writers can blog to make contacts, win business and build success

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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

Blogging for Creatives: How designers, artists, crafters and writers can blog to make contacts, win business and build success Details

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From Reader Review Blogging for Creatives: How designers, artists, crafters and writers can blog to make contacts, win business and build success for online ebook

Abbie Miller says

I am wavering between two and three stars. I'm a generous soul, so I'll go with three.

This book was pretty. It was chock full of good pictures, screen shots, blurbs from active bloggers, website listings and solid references. It was enjoyable to read and look at.

Here's the flip side: the information was really basic. It was written for a beginner blogger. A lot of the "good" information was about setting up your blog and some beginner-type how-to's. As an established blogger, I was looking for more inspiration and idea-generation than which blog platform to use and how to market your blog. the title made me think I would get that. I did not.

However, I did get a good reminder of some basics in blog writing that will motivate me to refocus, re-energize and revamp my consistency. But sady, it was nothing I haven't read a million times.

Emma Farley says

I borrowed Blogging for Creatives from the library at work to see if there were handy tips and tricks but I didn't find it at all useful. This is probably because it's five years old and a tad outdated (Pinterest had a page and Instagram just a passing paragraph) but it is definitely a good book for newbie bloggers. If you're starting out and want some good advice all in one place then I highly recommend this book (it covers different platforms, the technical aspects of uploading a post, social media, analytics, money making, etc) but if you've already had a crack at it then I doubt there's anything new for you here.

This mini review first appeared on A Cornish Geek on 8 July 2017
https://acornishgeek.com/2017/07/08/b...

Jenifer says

very clear how to manual for those who don't have a clue where to start.

Teresa McCarthy says

It's refreshing to read a blogging guide that's not primarily targeting business or marketing specialists. This book is a good starting point for new bloggers, hobby bloggers, and those looking to turn their passion into a career. There's also a lot of food for thought for bloggers looking for inspiration or new challenges.

Sara says

I felt like the entire book was ads for other blogs- not impressed!

Joséphine (Word Revel) says

This book is geared more towards readers who are new to blogging. Those who have blogging experience probably won't find much new information reading this book.

Besides the basic introduction to blogging aspects though, Houghton included many reference to various blogs that serve as good examples for the points she was trying to make. I think that is very useful, especially for readers who read the ebook version on their tablets. Reading *Blogging for Creatives* on my iPad made it really easy to visit the links that interested me before going back to reading the book. So, I'd say this is definitely a book that benefits from being an ebook over a printed copy.

Parka says

(More pictures on my blog)

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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Carmen Grantham says

Packed full of information that was really easy to read.

Loved the blog examples that I could then review.

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Meg Walck says

Ugh. Read my review here:

http://www.walckthisway.com/2015/02/i...

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Hiatt Zhao says

I know about 90-95% of the material in this book so I browsed through it. It did inspire me with some ideas, but like any books on technology, you should just borrow it.

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Alessia Savi says

Un manuale completo ed eccezionale per chiunque voglia muovere i primi passi online e costruirvi la propria identità. "Se non sei su internet non sei nessuno", dicono. In questo manuale si trovano tutti gli strumenti, gli accorgimenti e le migliori strategie per avviare la propria presenza online. Vengono a supporto di quanto esplicato diversi riferimenti a noti blogger statunitensi e internazionali, che condividono i propri consigli con i lettori.
Se credevate che il mondo non avesse bisogno di un blog sul colore grigio, vi sbagliate di grosso (e la sua autrice è finita persino in alcuni talk show sull'interior design made in USA).

Un eccellente titolo che supera di gran lunga la maggior parte dei blog di settore italiani.
Indirizzato per chi utilizza internet per la propria promozione artistica e creativa.

Onellyantie Chuah says

Just what I want from a "things about blogging" book!

This book has been recommended by a few bloggers I'm following. I looked for the book, found it and flipped a few pages to see what's inside and what I can learn from this book before buying it. I just need 10 seconds to decide. I bring this book to the cashier.

The book is very well designed and the contents are absolutely informative and useful, with tips from blogging experts. Every internet and blog jargon is explained so that you know what you are actually reading. Helpful step by step instructions on how to make a blog, grow your blog and even make money from your blog, list of inspiring websites, recommended plugins are included in this book.

Highly recommended for a beginner in blogging (like me!) ;)

Alexandra Mita says

very little information about how to actually keep a good quality blog. half of the content is made up by screen shots from actual blogs

Mandy says

Besides the few spelling / grammar / missing words issues (is that because it's a different edition that wasn't edited well?), I really enjoyed this book. Great advice that withstands technology changes, great perspectives and tips from successful bloggers, and a resource I will go to constantly (since I read it for it's purpose - I'm starting / fixing current blogs myself). Yeah yeah, the screenshots were and will become outdated over time, and it is based in the UK (this is the American printed version) so there were mostly UK blogs spotlighted, but that's not something that would take a star away from this review (even the editing issues). Still worth buying to reference and to recommend.

Erin says

I picked up this book at my favorite place... the bookstore. I have been blogging for a while now but I wanted to learn more about blogging. I found this book to be very informative.

It has great information about how to create a blog, to creating good content and how to plan out your content plan.

It also had information about how to make a video blog. It also talked about how to promote your blog. It

also talked about how to use social media to get your blog noticed.

I would recommend this book because it is a great book for all types of bloggers out there. This book only comes in paperback form.