



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

By Joy Deangdeelert Cho

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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!

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Editorial Review

Review

"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 Ilasco 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.

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Ella Jacobs:

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