

Blog Your Way to Fame, Fortune, and Fun !

IWOSC Saturday Seminar

www.iwosc.org

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Blogger promises it's easy. We'll see!

Now -- FREE -- Mozilla Firefox
marks Tools Help
https://www.blogger.com/start

Language: English

Blogger

Sign in to use Blogger with your Google Account
Username (Email): Password: [?]
SIGN IN Remember me [?]

BLOGS UPDATED AT 12:02 PM
[somedzmlto](#)

BLOGS OF NOTE
[Orangette](#) [more »](#)

What's a **blog**? [TAKE A QUICK TOUR](#)

Publish thoughts **Get** feedback **Post** photos **Go** mobile

Create a **blog** in **3** easy steps:
1 Create an account
2 Name your blog
3 Choose a template

A **blog** is your easy-to-use web site, where you can quickly post thoughts, interact with people, and more. All for **FREE**.

[CREATE YOUR BLOG NOW](#)

[Home](#) | [About](#) | [Buzz](#) | [Help](#) | [Discuss](#) | [Language](#) | [Developers](#) | [Gear](#)
[Terms of Service](#) | [Privacy](#) | [Content Policy](#) | Copyright © 1999 - 2008 Google

Step 1: Create a Google account.

The screenshot shows the Blogger interface for creating a Google account. At the top, there are three steps: 1. CREATE ACCOUNT (selected), 2. NAME BLOG, and 3. CHOOSE TEMPLATE. The main heading is '1 Create a Google Account'. Below this, there is a sub-heading 'Create a Google Account' and a note: 'This process will create a Google account that you can use on other Google services. If you already have a Google account perhaps from Gmail, Google Groups, or Orkut, please [sign in first](#).' The form fields include: 'Email address (must already exist)', 'Retype email address', 'Enter a password' (with a 'Password strength' indicator), 'Retype password', 'Display name', and 'Word Verification' (with a picture of the word 'braki'). At the bottom, there is an 'Acceptance of Terms' checkbox with the text 'I accept the [Terms of Service](#)' and a 'CONTINUE' button.

Your "avatar" name as it will appear in postings

Legalese may affect your decisions

Step 2: Name your blog.

The screenshot shows the Blogger interface for naming a blog. At the top, there are three steps: 1. CREATE ACCOUNT, 2. NAME BLOG (selected), and 3. CHOOSE TEMPLATE. The main heading is '2 Name your blog'. Below this, there is a sub-heading 'Name your blog' and a note: 'Push-Button Publishing'. The form fields include: 'Blog title' (with the text 'Movies from True Stories'), 'Blog address (URL)' (with the text 'http://moviesfromtruestories.blogspot.com' and a 'Check Availability' link), and 'Word Verification' (with a picture of the word 'llqxm' and a text input field containing 'llqxm'). At the bottom, there is an 'Advanced Setup' section with the text 'Want to host your blog somewhere else? Try [Advanced Blog Setup](#). This will allow you to host your blog somewhere other than Blogspot.' and a 'CONTINUE' button.

Title for top of main page

"Bot" defense

Step 3: Choose a template.

Blogger Push-Button Publishing

1 NAME BLOG > 2 CHOOSE TEMPLATE

2 Choose a template

Choose a custom look for your blog. You can easily **change the template later**, or even create your own custom template design once your blog is set up.

Minima
Created by: Douglas Bowman
[preview template](#)

Minima Black
Created by: Douglas Bowman
[preview template](#)

Simple Blog
[preview template](#)

Simple Blog
[preview template](#)

CONTINUE

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Success! You can go home now.

Blogger Push-Button Publishing

! Your blog has been created!

We've just created a blog for you. You can now add your posts to it, create your personal profile, or customize how your blog looks.

START POSTING

[Home](#) | [About](#) | [Buzz](#) | [Help](#) | [Discuss](#) | [Language](#) | [Developers](#) | [Gear](#)
[Terms of Service](#) | [Privacy](#) | [Content Policy](#) | Copyright © 1999 - 2008 Google

Now we'll find out if you've lost your nerve.

Compose your first post.

Bold
Italic
Color

Do this!

Upload and insert picture

Insert hyperlink

PUBLISH POST **SAVE NOW** Draft autosaved at 11:46 AM

[Return to list of posts](#)

Nerds knock yourselves out.

Paste auto-generated associate link code (for example)

```

<a onblur="try {parent.deselectBloggerImageGracefully();} catch(e) {}"
href="http://bp3.blogger.com/_3k2FCrsIA4/R4kY27TVZKI/AAAAAAAAAAw/9VN7XSOR0Mo/s1600-h/IMG_11.jpg"
style="cursor: pointer; width: 190px; height: 111px;"
src="http://bp3.blogger.com/_3k2FCrsIA4/R4kY27TVZKI/AAAAAAAAAAw/9VN7XSOR0Mo/s320/IMG_11.jpg"
alt="" id="BLOGGER_PHOTO_ID_5154675580413831586" border="0" /></a>

<span style="font-weight: bold; font-style: italic; color: rgb(204, 0, 0);">Do you
really want to know?</span>


I suppose it might depend on how forthcoming I might be about the details. And I don't
just mean publishing details, like on <a href="http://www.lapuerta.tv/">my website</a>.

```

SAVED Draft autosaved at 11:47 AM

[Return to list of posts](#)

Blogger login dashboard

 **Blogger™** gerald@lapuerta.tv [Dashboard](#) [Help](#) [Sign out](#)

Dashboard


Manage Your Blogs [Create a Blog](#) | [Help](#)

Boychik Lit [View Blog](#)

33 Posts, last published on Jan 11, 2008

[+ New Post](#) Manage: [Posts](#), [Settings](#), [Layout](#)

Gerald Jones



- [Edit Profile](#) (or [View](#))
- [My Account](#)
- Language:

Mobile Devices

The latest from Blogger Buzz

2007 Roundup
December 21, 2007 – [permalink](#)

2007 has been Blogger's most amazing year yet! As you'll remember, we began it just after we had [taken the new version of Blogger out of beta](#). Here's a quick run-down of many of the fun things we did

Edit posts

What Makes Blogs So Hot?

- ☞ Search engines seek out and favor pages that change frequently.
- ☞ New blog content attracts repeat visitors and searchers.
- ☞ Visitors and commentators from other blogs build communities.
- ☞ A blog with many links back to it from other blogs is an "Authority" on its topic.
- ☞ Authorities are newsmakers.

Example... how a free blogging gig can pay off.


The screenshot shows a web browser window displaying the Metroblogging Los Angeles website. The main content area features a blog post titled "I'm a grandpa?" by frazgo, dated January 17, 2008. The post includes a photograph of a baby in a crib and text describing the author's experience. Below the post is a second article titled "DGA reaches deal with AMPTP" by David Markland, dated January 17, 2008, with a bulleted list of highlights. The sidebar on the right contains the site's logo "BLOGGING.LA", a world map, a search bar, and a list of authors including Annika Barranti, Caryn Coleman, David Markland, and others. There are also links for "Los Angeles Event" and "Video Editing Los Angeles".

Now It's Your Turn


- What is your Wildly Important Goal (WIG)?
- How can a blog help you do that?
- What is your topic?
- What is your blog title?
- What is your blog domain name?
- How is your blog like *foodieview*?



What is your WIG?



How will your blog promote
your goal?



What is your topic?

What is your blog title?

What is the domain name?

How will your blog be... ?

- Topical
- Focused
- Unique
- Personal
- Opinionated
- Regional
- Gossipy
- Informational
- Newsy
- Engaging
- Current!

Risks

- ☞ Inappropriate content (believe it or not)
- ☞ IPR liability (DMCA)
- ☞ Bogus posters / spammers / impersonators / alias abusers / flammers and flakes
- ☞ Bots

Blogger comment control

Boychik Lit

Posting Settings Template View Blog

Basic Publishing Formatting **Comments** Archiving Site Feed Email Permissions

Comments Show Hide

Note: Selecting "Hide" does not delete existing comments - You can show them at any time by re-selecting "Show".

Who Can Comment?

- Anyone - includes Anonymous Users
- Registered Users - includes OpenID
- Users with Google Accounts
- Only members of this blog

Specify who can post, manage by invitation

Blogger can email you to approve new comments.

For Published Authors

www.amazon.com/connect

- ☞ You need an Amazon.com account.
- ☞ Log on to the URL and search for your titles.
- ☞ Specify a verifier for each title (agent or publisher).
- ☞ Specify which title pages will get posts.
- ☞ Log on and post. Be careful about embedding external links in your posts.
- ☞ Also apply for an Amazon Associates account so you can get income from promoting books and other products on your blog site and in your guest posts on other sites.
- ☞ Cross-post.

Other Blog Tracking Tools

- ☞ <http://www.google.com/ig>
- ☞ <http://www.alex.com>
- ☞ <http://www.flickr.com>
- ☞ <http://www.yelp.com/la>
- ☞ <http://digg.com>
- ☞ <http://reddit.com>
- ☞ <http://www.newsvine.com>
- ☞ <http://www.stumbleupon.com>
- ☞ <http://del.icio.us>
- ☞ <http://www.netvibes.com>

Building a Community

- ✓ Search Engine Optimization (SEO)
- ✓ Track links and authority status with Technorati.
- ✓ Post on MySpace, Facebook, Gather, Goodreads, Amazon Connect (authors).
- ✓ Track topic with Google Alerts, RSS.
- ✓ Cross-post.
- ✓ Comment on others' blogs – try to become a Guest Poster.

Domain name control

The screenshot shows the Blogger interface for a blog named 'Boychik Lit'. The 'Settings' tab is selected, and the 'Publishing' sub-tab is active. The main heading is 'You're publishing on a custom domain'. Below this, it says 'Switch to: • [blogspot.com](#) (Blogger's free hosting service)'. A 'Hint' states: 'If you want to publish to an external FTP server, you will need to [Set Blog Readers](#) to *'Anybody'* and use a [Classic Template](#).' The 'Advanced Settings' section is expanded, showing 'Your Domain' set to 'http://www.boychiklit.com' (with an example '(Ex: blog.example.com)'). There is an unchecked checkbox for 'Redirect boychiklit.com to www.boychiklit.com' and a note: 'Your domain must be properly registered first. ([setup instructions](#))'. A link 'Need a domain? [Buy one now](#)' is visible. At the bottom, a warning says 'We won't leave your readers behind!' and 'http://boychiklit.blogspot.com will redirect to your custom domain.'

Blogger template edit

Boychik Lit
geraldelap

Posting
Settings
Template
View Blog

Page Elements
Fonts and Colors
Edit HTML
Pick New Template

Add and Arrange Page Elements
Click and drag to rearrange page elements on your blog.

PREVIEW
CLEAR EDITS
SAVE

Navbar Edit

Boychik Lit (Header) Edit

Hot Links Edit

Blog Posts Edit

Add a Page Element

Video Bar Edit

Contributors Edit

Blog Archive Edit

Add a Page Element

Which of these authors have... Edit

What term best describes ma... Edit

User-defined links

Google "plug-in" features (ads, etc.)

Blogger page element options

http://www.blogger.com - Blogger: Choose New Page Element - Mozilla Firefox

Choose a New Page Element

<div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 10px;"> Slideshow (New!) Add a slideshow of your photos to your blog. <div style="text-align: center; border: 1px solid #ccc; padding: 2px; width: fit-content; margin: 5px auto;">ADD TO BLOG</div> </div>	<div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 10px;"> Poll (New!) Survey your visitors by adding a poll to your blog. <div style="text-align: center; border: 1px solid #ccc; padding: 2px; width: fit-content; margin: 5px auto;">ADD TO BLOG</div> </div>
<div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 10px;"> List Add a list of your favorite books, movies, or anything you like. <div style="text-align: center; border: 1px solid #ccc; padding: 2px; width: fit-content; margin: 5px auto;">ADD TO BLOG</div> </div>	<div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 10px;"> Link List Add a collection of your favorite sites, blogs, or web pages. <div style="text-align: center; border: 1px solid #ccc; padding: 2px; width: fit-content; margin: 5px auto;">ADD TO BLOG</div> </div>
<div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 10px;"> Picture Add a picture from your computer or from somewhere else on the web. <div style="text-align: center; border: 1px solid #ccc; padding: 2px; width: fit-content; margin: 5px auto;">ADD TO BLOG</div> </div>	<div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 10px;"> AdSense Earn revenue by displaying relevant ads on your blog. <div style="text-align: center; border: 1px solid #ccc; padding: 2px; width: fit-content; margin: 5px auto;">ADD TO BLOG</div> </div>
<div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 10px;"> Text Add some words to your blog - like a welcome message - with our rich text editor. <div style="text-align: center; border: 1px solid #ccc; padding: 2px; width: fit-content; margin: 5px auto;">ADD TO BLOG</div> </div>	<div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 10px;"> HTML/JavaScript Add third-party functionality or other code to your blog. <div style="text-align: center; border: 1px solid #ccc; padding: 2px; width: fit-content; margin: 5px auto;">ADD TO BLOG</div> </div>

Beware the legalese!

Great idea!

Propeller-head Heaven!

Blogger edit Hot Links

Configure Link List

REMOVE PAGE ELEMENT CANCEL SAVE CHANGES

Title: Hot Links

Number of links to show in list: Leave blank to show all links

Sorting: Don't Sort

New Site URL: http://

New Site Name:

ADD LINK

Edit Delete: Podcast Audiobook "My Inflation Friend" [free]

Edit Delete: BUY My Inflation Friend Amazon Page

Edit Delete: Name: Magdalena Ball's review of "My Inflation Friend" URL: http://www.compulsivereader.com/html/ind | Save

Edit Delete: Quentin Cain's Review of "My Inflation Friend"

Edit Delete: "Boychik Lit Is Happier Fratrie" ezine article

Edit Delete: La Puerta Productions website

Edit Delete: Subscribe to Atom Feed

REMOVE PAGE ELEMENT CANCEL SAVE CHANGES

Arrows move item position in list

Paste URL

Blogger template HTML edit

Boychik Lit

Posting Settings **Template** View Blog

Page Elements Fonts and Colors **Edit HTML** Pick New Template

Backup / Restore Template

Before editing your template, you may want to save a copy of it. [Download Full Template](#)

Upload a template from a file on your hard drive: Browse... Upload

Edit Template

Edit the contents of your template. [Learn more](#) Expand Widget Templates

```
<?xml version="1.0" encoding="UTF-8" ?>
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd">
<html expr:dir="data:blog.languageDirection" xmlns="http://www.w3.org/1999/xhtml"
xmlns:ib="http://www.google.com/2005/gml/b"
xmlns:data="http://www.google.com/2005/gml/data"
xmlns:expr="http://www.google.com/2005/gml/expr">
<head>
<b:include data="blog" name="all-head-content" />
<title><data:blog.pageTitle/></title>
<b:skin<![CDATA[/*
Blogger Template Style
Name: Minima
Designer: Douglas Bowman
URL: www.stopdesign.com
Date: 26 Feb 2004
Updated by: Blogger Team
*/
Variable definitions
Revert widget templates to default
CLEAR EDITS   PREVIEW   SAVE TEMPLATE
• Revert to Classic Template
• View Classic Template
```

Copy page code out to DreamWeaver, FrontPage, Joomla and back again

Embed associate links



- Apply for associate program at vendor site
- Log onto associate page at the site
- Generate link code for the product
- Paste HTML link code into blog template or post

What's an Opt-In List?

- ✔ CAN-SPAM law
- ✔ See ConstantContact.com, VerticalResponse.com
- ✔ Use opt-in plug-in on your blog site to build your "push" database
- ✔ Be very careful! Don't be a spammer!
- ✔ Accounts are subject to audit.

Really Useful Sites

- ☞ www.breitbart.com
 - Breaking news feeds
 - Blog feeds
- ☞ www.salon.com
 - New journalism
- ☞ 'zines
 - ezinearticles.com
 - associatedcontent.com
- ☞ www.blogpulse.com
 - Blog tracking
- ☞ www.pma-online.org
 - Indep publishers
 - Blog tips
- ☞ www.publish-l.com
 - Publishers' forum
- ☞ www.iwosc.org
 - Writers' forum


Tips for Bloggers

- ☞ Post several times per week.
- ☞ Screenful-sized posts or shorter
- ☞ One topic per post
- ☞ Enrich with media (photos, video, music) that relate to topic (watch IPR).
- ☞ Encourage and stimulate comments (provoke response).
- ☞ Invite guest posters who are on-topic.
- ☞ Build a community and a personal following.




Rule Number 1

People love blogs that express strong, personal opinions about news or with news they can't get readily elsewhere.



Rule Number 2

Blogs are shameless self-promotion that is entertaining and informative.

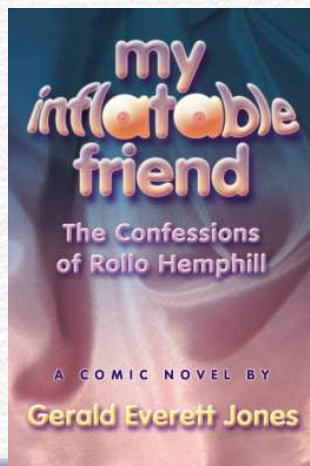


The Only Rule That Matters

Boredom is lethal.
Enthusiasm is viral!



Shameless Self-Promotion



Now selling in

- Softcover
- Amazon Kindle ebook
- Mobipocket PDA ebook
- Adobe PDF ebook

Earth to Jupiter



Helen Jupiter
helen@helenjupiter.com

Available for Your Next Party

Gerald Everett Jones
La Puerta Productions
gerald@lapuerta.tv



www.boychiklit.com