



Blogging for Bliss: Crafting Your Own Online Journal: A Guide for Crafters, Artists Creatives of all Kinds

Tara Frey

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Today's crafting community is online, connected, and blissfully blogging about their work and ideas.

Blogging is hot in this highly creative world—and here is the only how-to book aimed directly at them.

Everyone from knitters and beaders to scrapbookers and altered artists will find the practical information and visual inspiration they need to create an artful online journal.

Thanks to hundreds of gorgeous screen grabs from the very best blogs, a thorough introduction to the tools of the trade, and instructions that virtually take you by the hand, even beginners will swiftly go from blank screen to colorful, enticing pages. Those who already have a blog, but want to enhance their presence on the Web, will learn how to add banners and graphics, take the perfect shots, crop and size photos, establish links, and attract an audience of eager readers.

Best of all, readers will meet some of the Web's most popular creative bloggers, including Alicia Paulson (Posie Gets Cozy), Gabreial Wyatt (Vintage Indie), Emily Martin (Inside A Black Apple), Lidy Baars (Little French Garden House), Heather Bullard (Vintage Inspired Living), and Serena Thompson and Teri Edwards (The Farm Chicks).

Blogging for Bliss: Crafting Your Own Online Journal: A Guide for Crafters, Artists Creatives of all Kinds Details

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Janette Fuller says

I have found that craft blogs are RED HOT! Even though this book was published several years ago, I found myself pouring over the pages and absorbing as much of the information as I could.

I found the information about taking great photos, altering photos, designing banners, using photo-editing software, and adding "sidebar fancies" absolutely fascinating. I also learned how to use Blog Roll to attract more readers to my blog.

I enjoyed reading the case studies of 50 creative bloggers who have attracted a large following of readers. I checked-out these blogs and most of them are still active. Each of these 50 bloggers also listed their favorite craft blogs so this book really offers a wealth of examples to investigate.

I was a little disappointed that the author's blog has been closed down. I could find very little current information about her.

I recommend this book to creative bloggers who are looking for inspiration from those who have found bliss and success in the blogosphere. I would love to see an updated edition in the future.

Kelly Lynn Thomas says

This is a solid introduction for bloggers interested in the craft/hobby/vintage niche. Most of the information relates to how to choose a blog platform and get a blog set up. It really stresses good photography, and includes tons of examples of crafty/vintage blogs with summaries of what makes them a good blog. This book doesn't lay out in bullet points the steps to creating engaging content, but it does hint at them by including so many examples of well-read blogs.

Honestly, though, I could have done with a few less blog profiles--it was hard to keep everyone straight and differentiate. I think picking a few blogs (between three and five) and really analyzing them for what makes them great would have helped me out more.

The book also doesn't offer any suggestions for maintaining a blog--it's mostly about starting a blog. One more chapter on how to keep blogging through challenges and periods where you are very busy would have been a nice touch.

Elizabeth says

I got some helpful tips from this, but bear in mind some of the information is outdated (particularly the section about 'blogspeak': common abbreviations used online).

Elizabeth says

Even though the design & layout of the book is artsy-craftsy, Frey has a lot of great material about why you should blog, as well as what you can make your blog do for you. I had just attended a writing conference with a panel about social media. Reading Frey's book expanded on the points that I had heard there, especially on how to attract readers. A great starter book for beginners & a helpful tool for intermediate bloggers who need a few tips.

Elizabeth says

I have been playing around with the idea of writing an online journal for sometime now. This book might be the gentle nudge (I need)to start one. Ms. Frey features 50+ blogs to inspire her readers. This book is not just eye-candy though! It is broken down into sections that have clear information on reasons to blog, getting started, tools of the trade, determining level of skill, and (the most fun part) customizing your blog with banners, photos, fancies, art & visuals.

Five stars for certain.

Phoebe says

This book really worked for me. At first I thought it was going to be too rudimentary, since I've been digital-journaling and blogging for over a decade, but it turned out I still had some things to learn (actually, MANY things!) I'm glad I nabbed it from the new books shelf at my local library. I plan to put some of the principals into action, even though I'm not a crafter in the way most of the featured bloggers were. Also, the featured bloggers were not terribly diverse (all women, mostly white) -so I hope other books or an updated version of this one can correct for that. All and all, I'd recommend this quick, easy read to anyone just starting out.

Shala Kerrigan says

Every so often I wind up in conversations about starting a blog, and trying to explain just what I know gets confusing and overwhelming for some people.

There are a lot of books about blogging that focus on all sorts of topics, but very few books for the person who wants to start a craft or art blog.

A couple of years ago, Tara Frey wrote a great book about the process that should be recommended to everyone who starts a crafts or crafty life style blog. *Blogging For Bliss-Crafting Your Own Online Journal: A Guide for Crafters, Artists and Creatives of All Kinds*

The author puts a lot of the facts of blogging in it, the most popular blog platform programs, hints about how to customize layouts, information about basic html commands. Information about couple ad programs as

well as tips on creative, beautiful photography and sizing photos for the web. In short, it's all the information you need to start a blog.

Where it shines is in the examples and interviews with some of the best known names in art and craft blogging, finding out about the inspiration that caused them to start blogging, the satisfactions of blogging what you're passionate about and even how they picked the names of their blogs. They also ask these luminaries which blogs they read daily.

The information has inspired me to think about changing the layout of my blog and possibly the way I blog. I'll still keep the focus where it's at, but possibly include more entries about day to day life. Make my blog a little more personally mine, as well as a depository for craft ideas, projects and art.

The book itself is gorgeous, wonderful examples of photographs and blog layouts. The interviews will tip you off to other craft and art blogs you might be interested in. This is a book that's sure to inspire anyone who is just getting started blogging with very easy to understand information.

[I received a complimentary copy of the book to review on my craft blog- Don't Eat the Paste. My reviews are always my honest opinion]

Michele Long says

As far as "how-to" books go, I thought this was a nice change of pace and good for the subject of blogging. While it had less technical advice and more anecdotes, the technical advice was a little more helpful than others with more substance (and by substance I mean pages). The various anecdotes from bloggers provided a nice break from jargon and really helped to hear from those who have been doing it a while. You learn why certain bloggers chose to start and what their experiences have been. It's nice to get the different perspectives.

Ashleigh says

This book is really clean and pretty, it details the basics of starting a blog and outlines the good and bad points of blogging software and different types of blogs. In between the instructional parts are interviews with bloggers and info on their sites. Its a really nice book although I have found another book since that I probably would have gone for over this one had I known about it as it is more craft orientated which is what I want to blog about eventually. Over all the book is really informative and helpful and loaded with nice sites to check out and stuff to get you on your feet in the blogosphere.

Elizabeth says

I spent one lazy, rainy day reading this book at Barnes & Noble. It's a really neat book with beautiful images, excellent wording, and wonderful advice. It really inspired my creativity, but I chose not to buy it because it was essentially a guide for something I already knew how to do (starting and maintaining a blog). I did, however, subscribe to a number of new blogs as a result. I especially like how the author provides images of the blogs she mentions, also noting why each blog is unique. It's a great book for the creative person just starting out in the blogosphere. For anyone trying to "blog for bliss," this is the best place to start.

Renee says

I already know how to design web pages, but I was looking for inspiration and I did get it so I feel like my money was not wasted. However I did not enjoy the fact that it was loaded with repeated stuff, like the same ppl's websites, over and over again. First used as an example to illustrate a point and then later a whole page dedicated to the same site.

Lots of eye candy to be sure and if that's what you need, then this book might be for you. The practical advice on how to build a website using a platform like Blogger, Type Pad or WordPress however, is very sketchy at best so I would not recommend this book for that.

Another reason why I only gave it 2 stars, the author of this book, publicized her own website numerous times but when I typed in her URL, I discovered it was password protected. A fact she neglected to mention. Not very professional IMHO.

And that's all that's fit to print. If you like artsy pages, try and find this book at your local library and save yourself some \$\$.

Peace.

Wallace says

Great for not only getting someone started in blogging, but also for introducing them to some of the main (crafty/creative) blogs out there. This book is for basic and moderate bloggers (if you are advanced in your blogging or are able to create your own website, I imagine you wouldn't have picked up this book anyway). It's visually pleasing, easy to follow, and fun to read.

Laura says

This book was not what I was expecting. I was looking for a book on blogging or blogging for business, but this was just a simple introduction to what blogging is and how to do it. There were very simplistic instructions for starting a blog, uploading a picture, customizing a header, etc. All of this information could be easily found online (and probably more up to-date too). She also writes primarily to crafting bloggers and spends quite a bit of time interviewing and highlighting different creative bloggers.

W.B. Abdullah says

I would recommend this book for first-time bloggers who don't have a clue about blogging. I read this after I already started blogging, but I still found it useful in some tips and interviews of other crafty-minded bloggers. It was visually inspiring, showing how important photography can be to the look and feel of a blog. It made me think more about the mood I wanted to convey through the details. Seeing how those who have

been blogging blissfully for years have done it definitely made me want to step up my game. This book re-inspired me from my blogger's block. If you're already a blogger, check it out from the library, but if you want to get started blogging, you may want to purchase this one!

Jessietaylortanner says

This is mostly geared towards beginner bloggers and those blogging to enhance or promote their business. Professional bloggers, if you will. Since that is not my aim in blogging, I discounted much of the advice, but that's only because my blog is not necessarily intended to reach a wide audience. So I don't feel compelled to 'market' myself. That said, there is a lot of good basic advice, especially if you are new to the blog world. There are a few basic tutorials for customizing your blog as well. It also features many popular craft blogs, so you could gain some new inspiration and bookmarks.
