



## “Quick and Easy Blogs”

Make Blogging Work for YOU!

By John Williams

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**John Reese**

[Email](#)

### Recommended Resources

- [Web Site Hosting Service](#)
- [Internet Marketing](#)
- [Affiliate Program](#)

## **Please Read This First**

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## **About the Author**

I'm a professional magician who started writing books and getting them published on the Internet a few years ago.

I started my first blog shortly after that. It was a bit more difficult to produce results with a blog then.

That's enough history!

I wrote this book to show you how recent developments can help you to use a simple blog (online journal) to help reach your personal or professional goals.

I will show you how almost anyone with an Internet connection can express their ideas, promote their services, products or community group with a minimum cost in time, money and energy.

My books are focused on explaining each topic in clear language with pictures that help the readers' understanding. They're not there just to decorate the pages.

I am excited about the potential which blogs have for encouraging greater communication between people who share common interests and concerns around the world.

I believe that your own web site can broaden your options and potential for success but I guarantee that you DON'T need a web site or any knowledge or experience designing web pages.

And, you certainly don't need any formal training or qualifications to write stuff for your blog. That would rule me out and thousands of other happy and successful bloggers.

The main requirements are a desire to communicate your ideas, a positive attitude and this book.

## Introduction

It's a good idea to read through the whole book before you start to set up your blog.

Make notes of the various pieces of information which you will need to type in during the setup process which you have chosen to follow.

A blog is:

- ✓ A personal or business journal on the Internet which others can read and comment on.
- ✓ A tool to help you achieve business or personal goals.
- ✓ A way to connect with people that have similar interests to you.
- ✓ A way to keep in touch with customers and find new ones.

A blog's greatest advantage over a regular website is that it is people-focused and often appears less formal than most web sites.

This is the best possible time to start your own personal or business blog. Recent improvements in the available programs and services, along with significantly lower costs for software, hosting and other Internet services make it easier than ever to get started.

You don't need your own web site, any technical knowledge apart from the basic points I cover in this book and you certainly don't need to be formally qualified to write interesting material for the readers of your blog!

This book will help you to create your own blog and maintain it at low cost in money and time.

I've tried to use only everyday language and clearly explain the technical terms which cannot be avoided.

I've used lots of pictures to make everything as clear as possible. None of the pictures are just there for decoration!

I concentrate on two ways that you can get your blog up and running;

- 1) [Blogger.com](http://Blogger.com) is a web site where you can create a blog without the need for any technical skills or your own web site. Blogger will host the blog, provide professional standard designs which you can just add your pictures and text to - all at no cost to you.
- 2) [WordPress.org](http://WordPress.org) is a web site that provides a free computer program for bloggers. It's called WordPress and is available for both Windows and Apple Macintosh systems. There is also an associated site, [WordPress.com](http://WordPress.com), which provides free hosting and other services.

The minimum requirements for using the services and programs which I explain in this book are just a computer, some time and an Internet connection.

You may put your blog on your own web site if you have one. But, you can use hosting at [blogger.com](http://blogger.com) for your blogger blog or at [WordPress.com](http://WordPress.com) if you use WordPress to construct your blog.

I use a computer with the Microsoft® Windows operating system, so some suggestions will not be as useful for people that use computers with other operating systems.

I am happy to help my readers, if I can, with any questions that you have about blogging.

I'd be very grateful to hear from readers with comments and even criticism of the book. How else can we improve?!

## What Do You Want a Blog For?

People have many reasons for starting their blogs.

They may want to:

- ✓ discuss their hobby
- ✓ show some examples of what they produce
- ✓ share some ideas or techniques which they have developed or found useful and
- ✓ connect with other people that enjoy the same interest.

Create a blog to share with distant friends and family members. These blogs take the place, to some extent, of posted letters. They have the advantage of the news being shared much faster on an Internet blog than it would be if it was sent by mail. You can add photos of a trip or a new arrival - a pet or a baby!

- ✓ create a blog which shares and explains your religious beliefs or other views
- ✓ make a blog to promote your business or services; you can add pictures of your products and links to your main website
- ✓ use your blog to promote a cause, a person you admire or almost anything else.

Another great advantage of communicating through your blog is that you can draw the interest of people and organizations around the world. Sharing ideas will take on a whole new meaning!

The cost of having a blog, or even several, can be very low.

It does not take much time to set up and even less to add a new Post every few days. But, I recommend that you do add at least a Post each week so that your visitors know that you will have new material for them to enjoy if they return to your Blog.

Writing a few posts for your blog is good practice for other kinds of writing and great mental exercise. And, you don't need to have any particular skill

with words – people read your blog to learn about you as well as the topic which you write about.

If you have always wanted to write a book, use your blog to develop your personal writing style. You could put short pieces that you have written, complete stories or even new chapters of your book for the readers' enjoyment and to get some feedback.

## **Keep your Information Safe**

I suggest that you, like me, use a pocket-sized notebook (the paper kind) for recording the information about all your Internet accounts and the sites which visit regularly, such as the Usernames and Passwords which you need to get into the web sites.

This is cheap insurance against the possibility of a disk crash. It is also preferable to keeping this information your computer where it might be stolen by someone using your machine or a spyware program which might be introduced to it from the Internet.

Make sure you have a reputable antivirus and anti-spyware program actively protecting your computer and keep it up-to-date.

A software or hardware firewall is also essential.

### **Protecting Your Usernames and Passwords**

As with all sensitive information, protecting your Usernames and Passwords are your responsibility.

#### **Do not:**

- × Share them.
- × Log in from a shared computer where your information may remain on the machine after you use it and be stolen or mis-used by someone.
- × Use them on any page which you are not certain is really the home page of the organization (Bank, <http://www.blogger.com>, or whoever).

Many crooks set up pages which they use to try to steal user names and passwords so that they can use them for their profit by installing dangerous programs onto your computer. These programs may record what you type into your computer (such as user names and passwords, credit card numbers etc.) and then send them without your knowledge to the crooks. They call this phishing.

- × Leave another web site and type in <http://www.blogger.com/> address into the same window. Always open a fresh window in your browser.
- × Exit from your Blogger account at blogger.com and type in another web site's address into the same window. Always close that window and then open a fresh window in your browser.
- × Use your computer unless you have a reputable anti-virus program and firewall. Keep them updated.

## **Blogging Tips**

These tips apply to whatever sort of blog you set up.

They are my views and, of course, not everybody agrees with them.

You certainly don't have to use them but they work for me.

**Visit Other Blogs:** I always look for other blogs that focus on my areas of interest. If you find something which you want to comment on in your blog, make sure that you put in a link to your source.

**Limit your "Research" Time:** It's really easy to spend too much time on "research" also called web-surfing. Your first aim should be to improve your own blog so everyone comes to you!

**Only State Facts:** Don't spread rumors or anything negative about anyone. You can risk prosecution or a civil suit even if you live in a different country to the person or group you say something malicious or false about.

You are free to state your opinions but you are solely liable for any consequences. Remember that it is almost impossible to erase anything which you say anywhere on the Internet – there are many places where copies of old web sites, discussions and blogs can be located years later. Just imagine that a lawyer or your grandchildren could be reading everything you wrote at some time.

**Support those who Supply Free Products:** Many of the free themes and plugins and other aids to good blogging take a lot of time to prepare.

The producers then try to upgrade their products to keep pace with changes in blogging software and other parts of the Internet.

Many give some support through forums which they host on their own web sites (hosting costs money too.)

**Always be Respectful:** If there is one thing which turns off many people about some bloggers, it is their high opinion of their abilities and intolerance of most other people, including many that take the time to comment on their posts.

**Enjoy your Blogging:** This is Rule No1. Don't let any temporary problems with your blog or your computer ruin your day – it's only a small part of your life.

Don't let yourself be provoked into an argument on the Internet. Some people (called Trolls or Flamers) roam discussion forums and other sites and deliberately start arguments by stating outrageous rubbish or insulting other people who are visiting the site.

They may even post comments on your blog. Then, you just delete them and, if possible, ban that person from making further comments.

On other sites, walk away or you'll waste some of your valuable time feeding the troll's ego.

If you have a computer problem that you cannot fix, seek help from knowledgeable friends (be considerate of their time and other interests) or professionals.

But, don't let the fact that you couldn't get to some cool new blog ruin your day. It'll be even better tomorrow.

## WordPress or Blogger?

You will probably be surprised how easy it is to set up your own blog with either Blogger or WordPress.

Most people, including you, could have their first blog on the Internet in less than one day after reading this book!

[Blogger](#) is ideal for those who have no time or desire to learn anything more than absolutely necessary about the design or administration of their blog.

Most of the behind the scenes tasks are handled by Blogger itself.

You can have several blogs in the one account and the total cost remains zero at this time.

To get the best results you can with [WordPress](#), you will want to make at least a few tweaks from time to time. The upside is that a blog created with WordPress can be expanded and personalized to a far greater degree than one based on the Blogger system.

I suggest that you read the whole book first, even if you have made up your mind which system you want to use for your first blog.

If you decide that you don't have the time, knowledge or inclination to take the WordPress option, you can still benefit by reading the WordPress section for ideas and strategies that you may be able to adapt to use in your Blogger blog.

You may also decide to create another blog in the future using WordPress or another blogging platform.

If you already have some experience with making and using a web site, or if you plan to invest a little time in learning to use WordPress so that you can benefit from its greater flexibility and features, the section of this book about using Blogger may still yield some tips that will be useful to you.

## PART 1: Starting with Blogger

There are no special requirements or costs when you set up your blog on [blogger.com](http://blogger.com). Everything, apart from the pictures and text you put on your blog, is done efficiently by the blogger system with only the most basic input from you.

Write some possible usernames and passwords on to a page of your notebook

Open a new window in your web browser (Internet Explorer, Firefox or whatever web browser you usually use).

Type in <http://www.blogger.com/>

When the website opens in your browser window, you could just click on the link which says, "CREATE A BLOG".



If you have already read this book and have a good idea what you want your blog to be about, you can safely do that. You will be able to change almost everything about your Blog later.

This blog can be your test area. When you have some experience, you can change it about or create one or more new blog and delete this one if you want to.

In the next screen that you see, you will create your Blogger account so that you can make and maintain your Blog.

The screenshot shows the Blogger interface with a dark blue header containing the Blogger logo. Below the header, a navigation bar shows three steps: 1 CREATE ACCOUNT (selected), 2 NAME BLOG, and 3 CHOOSE TEMPLATE. The main content area is titled '1 Create a Google Account' with the Google Accounts logo. A sub-header explains that the process creates a Google account for other services and provides a link to sign in if one already exists. The form consists of several fields: 'Email address (must already exist)' with the value 'blogman@ezytodo.com'; 'Retype email address' with the same value; 'Enter a password' with a strength indicator showing 'Strong'; 'Retype password'; 'Display name' with the value 'John W.'; 'Word Verification' with a picture of the word 'vesterglet' and the input field containing 'vesterglet'; and 'Acceptance of Terms' with a checked checkbox and a link to 'Terms of Service'. A large orange arrow labeled 'CONTINUE' is at the bottom right.

If you already have an account for other Google services such as Gmail, Google Groups or Orkut, then you can use that to use the Blogger service as well!

Just fill in each box (called a "field") as I explain them below.

**Your Email Address:** If you already have a Google Account because you use any of the other Google services, you will use the same email address for Blogger.

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