The Blogger's Survival Guide: Tips and Tricks for Parent Bloggers, Wordsmiths and Enthusiasts

Lexie Lane , Becky McNeer

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Eliminate hours of research involved in creating a successful, money-making blog.

Blogging can be a lot of fun, but much better if some income is generated from it. This guide will help your blog succeed. It delivers all the instructions you'll need to pursue and achieve your online goals.

Topics include:
--Understanding the different blogging platforms
--Creating compelling blog content
--The different elements that drive traffic to your blog
--Understanding the different forms of social media and much more!

Foreword written by Angela Santomero
Creator/Executive Producer/Head Writer
Blue's Clues, Super Why! & Daniel Tiger's Neighborhood

The Blogger's Survival Guide: Tips and Tricks for Parent Bloggers, Wordsmiths and Enthusiasts Details

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From Reader Review The Blogger's Survival Guide: Tips and Tricks for Parent Bloggers, Wordsmiths and Enthusiasts for online ebook

R.L. says

Great book full of ideas for the blog. It's a handy reference for times when ideas are slow in coming.

Christy says

Whether you've just started blogging or have been blogging for years, this is a book you should get your hands on! It is full of really great information. It's not a book meant to be read through in a single setting, rather a book to be used as a reference guide in your blogging life. The way that the book is laid out is extremely helpful and it makes it easy to find the exact help you need.

The authors have set the book up into a seven day layout which would be most helpful to a new blogger. If you've been blogging awhile, you can just jump to the subject matter for which you need information. For example, you probably already have days one-three down pretty well, but you may not be monetizing your blog like you had planned. You can check out the chapter on The Money Makers. If you aren't sure how to drive traffic to your blog, you can check out the chapter on The Traffic Drivers.

Just to show you a little of the amazing subject matter that you get in this book, here are the chapter titles with a little information about each.

Day One "The Set-Up" Here, among other things, you will learn how to choose the right name and platform for your blog.

Day Two "The Design" Here you can learn how to make people want to come back.

Day Three "The Legal Stuff" Find out about disclosures and the FTC here.

Day Four "The Content" Make your blog your own and polish your writing skills.

Day Five "The Traffic Drivers" Learn all about SEO and Social Media

Day Six "The Measurement of Traffic" Just who is visiting you?

Day Seven "The Money Makers" Find out about monetizing your blog.

This is totally worth your investment. You'll love the ease in which you can find the information you need and the content of each chapter is so detailed! I've only given you a tiny glimpse of what you can expect from this helpful tool.

Rosann says

I've been blogging for over 2 years now and after reading this book, I'm seriously disappointed it wasn't available when I first jumped into the blogosphere. This is an excellent resource for bloggers of any kind. The authors don't single any one style or niche of blogging out. They speak to the heart of getting your blog up and running in 7 days and growing it beyond that. The book is very easy to read and is organized in such a way that you can quickly page through it to find the specific topic you need instruction or guidance on and then set it on your desk for later reference.

Reading this book is liking having an experienced blogging friend hold your hand through every little detail of becoming a blogger. And being successful at it! Even as a seasoned blogger, I will turn to this resource time and time again as it offers such valuable information even I didn't already know.

This is the resource you need to get your hands on for learning how to set up your blog (even choosing a platform), how to design your blog and make the most of the design to attract readers, how to keep all the legal stuff in order (copyright, disclosures, reviews/endorsements, taxes, etc...) how to create compelling readable content that keeps your audience returning again and again, how to measure and improve your website traffic, and how to make money as a blogger.

E.C. Stilson says

"The Blogger's Survival Guide" has helped me so much. From social media, to finding effective post titles-- this single book has made a world of difference in my journey to build a writing platform.
I know many bloggers will read this and learn great tips that will help them become successful.

Matti says

A good book for beginner bloggers and I guess the book offers some new points for advanced bloggers too. Covers all the basic aspects of blogging in a compact package.

My key points:
- Know the purpose of your blog
- Know the legacy stuff
- Find your blogging voice (pretend you are having a live conversation)

Growing Up says

If you are serious about creating a blog to generate income… this book is a great place to start. It contains tons of information - in an easy to understand way, which is perfect for those that:

•are thinking about starting their own blog
•have recently dived into the blogging world and have lots of questions
•have been blogging for a while and wonder if perhaps they can turn their hobby into a job

If you are confused (or simply have no idea what these things even are and why they should even matter to you) this book will explain things like:

•increasing traffic and ways to measure it
•search engine optimization
•promotional strategies
•affiliate marketing
•product reviews
•hosting giveaways
•legal stuff like copyrights, privacy issues and disclaimers

Something else bloggers will appreciate about this book is all the great links included. It provides a ton of great resources about many different blogging issues.

The cover of the book, leaves something to be desired. I like the blue colour but find the actual image to be unappealing. Not only does the image have a 'cluttered' look to it but there is way too much information included. The title would have been better if they had kept it to The Blogger's Survival Guide and included the names of the two authors. That's it! I don't want, nor need to know all the job titles and T.V. shows that the person who wrote the foreword has ever had!

I was also a little confused about the 'subtitle' – Tips and Tricks for Parent Bloggers, Wordsmiths and Enthusiasts. This book is certainly NOT limited to parents and I'm not sure why they would want to limit themselves in this way. The Blogger's Survival Guide would be useful to any genre of blogger! The content is not specialized to parent bloggers - so why have they included that in their title? Doing so is misleading to the reader and limiting to them!

A large portion of this book, read like a help index on a website or a textbook - which is great, if that's what you want. I can see it quickly becoming a problem though - large portions of this book, will become outdated pretty quickly.

Overall – this book made me realize just how much work blogging for money would be! It certainly isn't a get-rich-quick-scheme and the authors inform their readers in a responsible way about the reality of turning a blog into a job.

I had considered trying to make money blogging and The Blogger's Survival Guide explained what that would actually entail and what that would likely mean to the way I currently blog on Growing Up Little. This book made me realize that I did not want to interfere with the creative freedom I currently have. I don't want to feel limited and I don't want to negatively influence myself trying to 'make a buck'. Slaughtering my blog in that way… just wasn't worth it. However, if my blog was about something more general like vintage clothing, scrapbooking, shopping or makeup tips – it might be a lot easier – not to feel that 'creative' restraint.

If you are considering blogging for money – this book will help you. Not only will it help you determine if blogging for money is what you really want to do but if you decide that it IS - it will give you the information you're going to need.

The Blogger's Survival Guide will be a book that you will keep within arms reach of your computer and a book you will refer to time and time again.

Lexie says

Not quite sure who this is, but just wanted to share because there are bloggers (even seasoned ones) who have given us messages, emails, and notes like this:

"Not only did I think I knew it all this guide showed me things I would have never thought of and it's easy to understand and don't be overwhelmed by the amount of pages because trust me you are going to not want to skip a page whether you think you know what you know. I recommend this book to every blogger out there!! Glad I purchased it!! Thank you!!"

So please, if you haven't grabbed it, it's really one of the best blogging purchases you will have made! This has almost every single step of blogging there is. Eliminate your confusion, eliminate your blogging dilemmas, and just grab one!

Ernst says

So Disclaimers first: I got this book as an Early Reviewer for free, and therefore feel compelled to review this book thoroughly. I wanted to see it because I am following the blogosphere as an interested amateur and try to get an insight in contemporary forms of communication.

Good news, this book covers a lot of hands-on aspects of creating and running a blog and making it a successful business venture. So far, it does what it says on the tin, and if you want a how-to style guide to help, this will probably do.

However, it has its limitations. To start with, the introduction by a "guest blogger" is a perfect case study in how not to introduce a book, by providing a fairly self-absorbed account of the introducing blogger's road to success. Problem is that I had never heard of her, and found it quite off-putting (if that is a word). Also the book is quite closely linked to certain current "standard" blogging services (Google Blogger and Wordpress as examples), and the provided step-by-step walkthroughs have a high risk of becoming irrelevant fast, if these service experience a major overhaul or are overtaken in popularity by a mean, fast competitor (no, that never happens in the internet economy).

I for one, who is happy with his current business, would have hoped for a bit more durable insight into blogging from a cultural perspective with focus on the principles and more reflection. But then obviously the author has the right to write the book she wants, and with the practical approach will no doubt find readership and opportunity for frequent revised editions.

Melissa says

Not as helpful as I was hoping for, but still had some good points. I guess I am looking for more creative inspiration ideas than a how to guide. So not really the book's fault.

April says

This book has a lot of great info for beginning bloggers and old pros a like. I would suggest pairing the audiobook with the ebook, it gives the best of both worlds. There were times when I really wanted a visual to get what the audio was saying. On the other hand the print is a bit dry at times and I preferred listening to reading.

The audiobook is narrated by Doug Hannah, who has a great tone. I really liked his pace, it made it easy to get the details without making the information drag. The fear I always have on non-fiction books is that it will seem like a dry lecture. Happily this felt like a conversation.

Disclosure - I received a copy of this book in exchange for an honest review. All thoughts, opinions and ratings are my own.

Evelynne says

I received The Blogger's Survival Guide: Tips and Tricks for Parent Bloggers, Wordsmiths and Enthusiasts by Lexie Lane and Becky McNeer free to review though Audiobook Jukebox. This is a how-to guide to assist newbie bloggers in setting up their blog, marketing it and monetising it. Thank you for the opportunity to review this title.

This is the first time I've listened to a non-fiction reference book in audiobook format and I don't think it's something I will do much of in the future. On many occasions the authors referred to online resources to supplement or backup their tips, and I didn't find the format a great way to be able to pick up those links. In all fairness the narrator did enunciate very clearly and repeat the urls where necessary, but still for me it was an additional hurdle of the audiobook format. Additionally, with reference books I find I'm more likely to want to refer quickly to a previous or subsequent section in the book – not easy in audiobook format.

What I liked

Good structure. The book is laid out in a series of lessons which cover a specific topic related to blogging; setup, design, marketing, SEO, monetising. Each lesson was well thought out and had a clear goal.

Useful information. It's clear that Lane and McNeer know their subject. I personally picked up several tips and generally the material is presented in an easy to understand format. Any blogger from a novice to expert would be able to follow the book and pick up some tips.

The narration. I felt Doug Hannah narrated the book excellently. He seemed interested in the material and took care to speak especially clearly when dictating website addresses.

What I didn't like

I had one major issue with the book.

Too specific information. Let me explain. On many occasions the book tried to guide the blogger through the steps to achieve some purpose with a third party site, for example, Google Analytics. The information was of the style "click on the yellow button that is the third one down on the right hand side." I appreciate that the authors wished to be helpful, but there is a serious risk that the information will be quickly out of date and no longer useful. That kind of detail could be useful in a web article, but not so in a hard copy or audiobook which by necessity has a longer shelf life.

All in all, despite the good narration, The Blogger's Guide just didn't work for me as an audiobook. With the concern I had about being out of date, I have to give it two and a half stars out of five.

Vivian Kirkfield says

If you are a novice blogger, a seasoned blogger or just thinking about blogging..this is the book for you! Well worth the price...just the section on choosing the right headlines will help you get more traffic to your blog.

I found the book simple to read and easy to navigate...and I am no tech-savvy person. I actually brought a copy of this book to the 2013 Asian Festival of Children's Content/SCBWI conference in Singapore this May and used it as a resource for my two panel discussions on blogging.

The Blogger's Survival Guide gives great advice in a practical way that makes it easy to implement. It will help make blogging more fun for you!