



## September Newsletter: Starting a personal blog

As summer winds down, you may notice that more and more of your friends have started a personal blog to document their summer travels. From past newsletters, you may have also noticed that Rafi, our managing partner, now pens a blog about small business and technology. If you've been thinking about breaking out your Hemingway, in this month's newsletter we will give you a roadmap to start your own personal blog in three easy steps.

All the best,

Josh Feder and Rafi Kronzon

Co-founders

---

A blog is similar to a personal journal. You can write as much or as little as you like as well as upload pictures, videos, or anything digital.

### Step 1: Choose a Platform

What's a platform? A platform is where your blog lives. A platform consists of your articles, pictures, etc. as well as a simple program (usually web-based) that helps you manage everything.

Here are our top choices for platforms to host your blog.

#### *Wordpress*

Wordpress is the most popular blog platform. It is popular because of its large number of templates and plugins, which help people unfamiliar with web design and coding, create a dynamic blog with relative ease. [Wordpress.com](http://Wordpress.com) will host your Wordpress blog for free (some bloggers host the Wordpress blog on their own servers).

#### *Blogspot*

Blogger is another popular blog hosting platform. Because it is owned by Google, it makes use of many Google features including the Google toolbar, AdSense, "Blogger for Word" a Microsoft plugin, and Google Docs. Although not as popular as Wordpress, Blogger is on Google's reliable servers and has been around for longer.

#### *Tumblr*

Tumblr is the youngest and least popular of the 3 but still has over 3 million users. It focuses on community as well as making navigating and customizing its platform as easy as possible for its users. Like Twitter, you can "follow" a Tumblr blog. You can also easily add pictures, quotes, videos, audio, and chat with other Tumblrs.



Want help choosing? If you are starting a blog that you eventually hope to turn into a business, Wordpress is for you. If you are a fan of Google and it's platform, Blogger is a great choice. If you are looking for a community of bloggers for your personal blog, Tumblr should be the blog you choose.

### **Step 2: Customize Your Blog**

All blog platforms allow you to customize your blog to varying degrees. You can choose a skin (also known as a theme), and add your own colors, graphics, and style to the blog. All platforms also give you quite a bit of control over the functionality of the blog, including the ability to accept comments, view statistics, and add widgits (little programs or games that show up on your blog).

Feel free to play with your blog, changes are reversible, and you will have fun making your blog your own.

### **Step 3: Tell your Friends and Family**

If you build it, they will come - doesn't really work for blogging. Getting readers is sometimes the hardest part of a successful blog. In addition to telling your friends and family to subscribe to your blog, you should seek out opportunities to spread the word. Use your LinkedIn, Facebook, email, and other social outlets to inform others of your blog. Slowly but surely, you'll see your blog take off.

In parting

If you have any questions about starting a blog, give us a call, shoot us an email, or check out Rafi's blog for an example of components of a great blog.

Happy blogging!