

BLOGGING

Tennessee Mountain Writers
Kory Wells
April 2014

INTRODUCTIONS

- Poet & writer
- Career in software/technology
- Blogging experience
 - Niche business
 - Volunteer causes/non-profits
 - Personal blogging on my own site and in a creative group
- Social media “success” in business niche
 - Twitter
 - Linked In

THREE KEYS



WHAT IS A BLOG?

- Derived from the words “web log”
- As a noun, it is a website that consists of discrete entries called “posts”
 - Often displayed in reverse chronological order
 - Often allows comments, other interaction
 - May include links, ads, shopping, and all manner of features through “widgets”
 - Typically created using web-based publishing tools
- Also used as verb, “to write a blog (post)”

PHILOSOPHY



Why should
a writer
blog?

MAYBE YOU...

have a publisher who says you need to blog

FIELD STUDY: JENNIE FIELDS

JENNIE FIELDS

Home About the Author The Age of Desire Jennie's Blog Tear Dates Book Groups



The Age of Desire

The Age of Desire brings to life one of our most beloved writers, Edith Wharton, whose own story was as complex and nuanced as that of any of the heroines she created.

Jennie Fields
Jennie Fields is the author of three other novels, *Lily Snow*, *Crossing Brooklyn*, and *The Middle Ages*. [More](#)

The Age of Desire
A lush, involving novel set in the early years of the 20th century, *The Age of Desire* is the story of writer Edith Wharton's illicit affair and sexual awakening with journalist Morton Fullerton. [More](#)

Find Out More
See photos of Edith Wharton, Morton Fullerton and Anna Bahmann, and learn more about Edith Wharton's remarkable life. [More](#)

Buy the Book

- Amazon
- Amazon Kindle
- Apple iTunes
- Barnes and Noble
- Becker's-Miller
- IndieBound
- Kobo

JENNIE FIELDS

Home About the Author The Age of Desire Jennie's Blog Tear Dates Book Groups

The Age of Desire Paperback Tour!

May 11, 2013 by Jennie

[Tweet](#) [Share](#) [+1](#)

Coming right up and coming to a city near you! If you live nearby these cities, or know people who do, I hope you'll let them know about my readings. I'd love to meet all of you! **TUES MAY 28TH - 7:30-8:30 pm** Cleveland, Ohio Cuyahoga Public Library Bovee Branch, [...]

[More](#)

My Next Big Thing

February 11, 2013 by Jennie

[Tweet](#) [Share](#) [+1](#)

My friend Kory Wells, an extraordinarily exquisite poet with her own Southern twang, tagged me to join the "Next Big Thing Blog Hop" and then I promptly forgot. That's because I was embroiled in figuring out what my next big thing will be. I promised my editor I'd try to write another biographical novel but [...]

[More](#)

Buy the Book

- Amazon
- Amazon Kindle
- Apple iTunes
- Barnes and Noble
- Becker's-Miller
- IndieBound

MAYBE YOU...

have something– a book, an event, a cause,
a product or service, etc. – that you want to
promote

FIELD STUDY: JEFF HARDIN

Jeff Hardin

HOME | BIOGRAPHY | BOOKS | POEMS | PROSE | BLOG | MORE...




I think I was born to live a boisterous life,/in the early hours rejoicing...

Create a free website with [woofy](#)


Jeff Hardin

HOME | BIOGRAPHY | BOOKS | POEMS | PROSE | BLOG | MORE...



Natasha Trethewey: "Gesture of a Woman-in-Process"

01/18/2014 [0 Comments](#)



In her blurb for [Natasha Trethewey's](#) first collection, *Domestic Work*, [Tol Derricotte](#) calls attention to Trethewey's focus on "the hard unpretty background music of our survival." The first poem in this poet's first collection directs its attention to two women in a photograph, taking them out of the "background" of domestic work and, within the book's first three words, places them "[i]n the foreground." Thus, [Trethewey](#), from the beginning of her career, frames her readers' attention toward a reversal of perspective, a re-ordering of which "faces" to look upon, and this theme is one to which her poems return again and again in subsequent books. An ordinary prepositional phrase, a unit of grammar that is typically also in the "background," sets so much in motion for this poet and for the central concerns of her work.

Gesture of a Woman-in-Process

from a photograph, 1902

In the foreground, two women,
their squinting faces
creased into texture—

Jeff Hardin is professor of English at Columbia State Community College in Columbia, TN. He is the author of two collections of poetry, *Fall Sanctuary* (Nicholas Roerich Prize, 2004) and *Notes for a Pencil Book* (Jacar Press, 2013). His third collection, *Restoring the Narrative*, received the Donald Justice Prize and will appear in 2015.

Archives

[January 2014](#)
[December 2013](#)
[November 2013](#)
[October 2013](#)
[September 2013](#)
[August 2013](#)

MAYBE YOU...

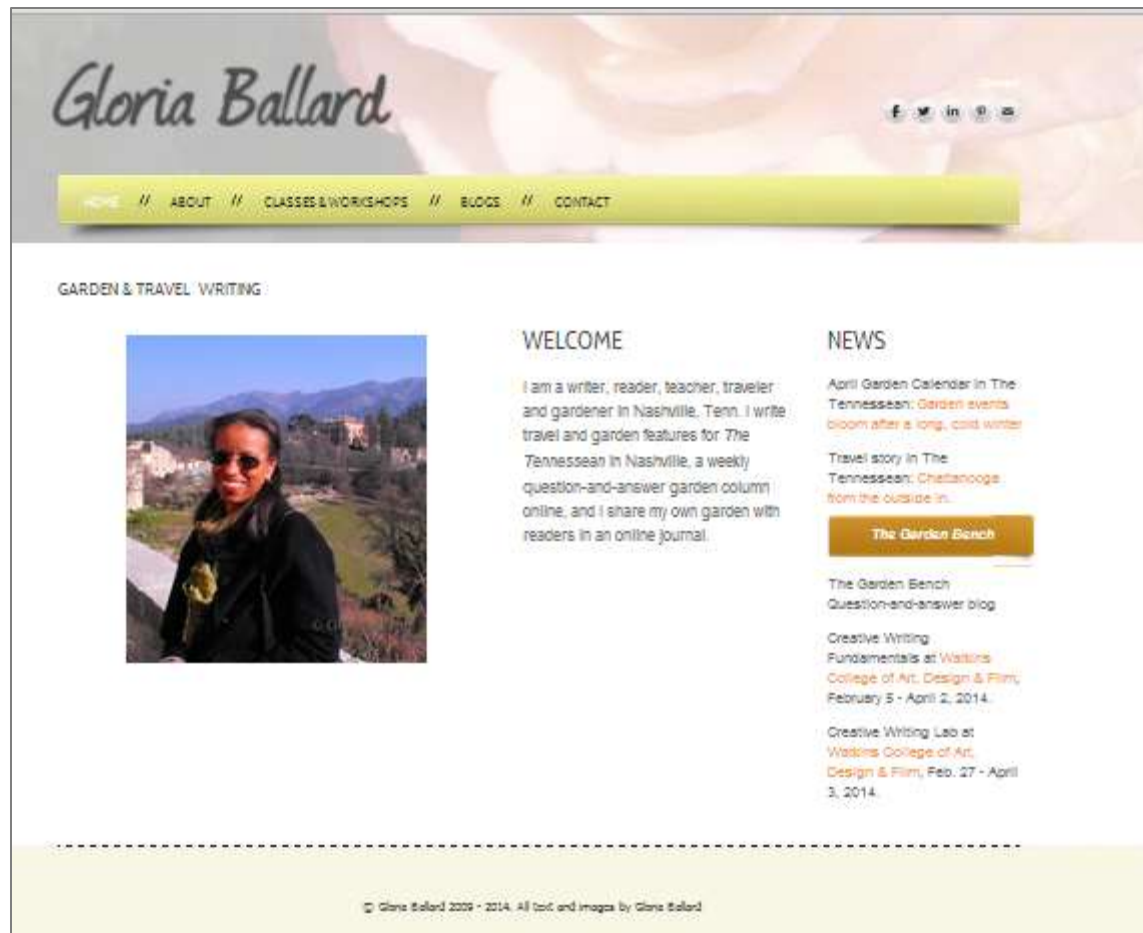
want to build an audience or better connect
with the one you have

MAYBE YOU...

are a SME *

* Subject Matter Expert or Subject Matter Enthusiast


FIELD STUDY: GLORIA BALLARD



Gloria Ballard

Home // ABOUT // CLASSES & WORKSHOPS // BLOGS // CONTACT

GARDEN & TRAVEL WRITING



WELCOME

I am a writer, reader, teacher, traveler and gardener in Nashville, Tenn. I write travel and garden features for *The Tennessean* in Nashville, a weekly question-and-answer garden column online, and I share my own garden with readers in an online journal.

NEWS

April Garden Calendar in *The Tennessean*: [Garden events bloom after a long, cold winter](#)

Travel story in *The Tennessean*: [Chattanooga from the outside in](#)

[The Garden Bench](#)

The Garden Bench Question-and-answer blog

Creative Writing Fundamentals at [Watkins College of Art, Design & Film](#), February 5 - April 2, 2014.

Creative Writing Lab at [Watkins College of Art, Design & Film](#), Feb. 27 - April 3, 2014.

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THE GARDEN BENCH

Prints RSS | Comments RSS

Daffodils may be too crowded to bloom

Posted on March 24, 2014 by Gloria Ballard

Our bed of daffodils has been growing for many years and has a lot of thick foliage, but just a few blooms. I they should probably be divided. Can I dig them up and replant them now?

Daffodil bulbs divide themselves every year or two, and the clumps begin to compete for food and space. This will affect their blooming – they'll begin to produce fewer and fewer flowers. So, indeed, after bulbs have been growing in the same place for many years, they may need to be dug up and divided. When the foliage turns yellow later this spring (but before it disappears completely), dig the bulbs, separate them, and replant them about 8 inches apart, 8 inches deep.

This is prime-time for daffodils in Middle Tennessee, and a [detailed care and attention](#) this time of year can improve your daffodil planting over time.



April in the garden: This could be the start of an especially satisfying – or challenging – spring. Check out the [April Garden Calendar in The Tennessean](#) and at [Tennessean.com](#).

A wise gardener once said... In fact, there have been many wise gardeners, and they've said plenty of wise things.

Calendar

March 2014

M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

[« Feb](#)

Garden Calendar in The Tennessean

[April Garden Calendar](#)

Gloria's garden Journal

[Turning Toward the Sun: A Garden Journal](#)

Learn more

[Tennessee Exotic Plant Plant Council](#)

[USDA: Inherently Some map](#)

MAYBE YOU...

want a blog to share as a scrapbook or journal of sorts – and don't mind if there's a side benefit to it being public

FIELD STUDY: JOLINA PETERSHEIM

Home About Blog Books Events Reviews Contact

You are here: [Home](#) / [Uncategorized](#) / [Giving Up My "Cool Mom" Card](#)

Giving Up My "Cool Mom" Card

MARCH 8, 2014 BY JOLINA · 18 COMMENTS



Five years ago, my husband and I declared that we would never—under any circumstance—be one of those couples who cave after a few children and purchase a minivan.

This past Wednesday, my husband and I journeyed through the snow and slush up to the exquisite horse farms in Lexington and purchased a minivan.

We've had our Subaru Forester—with the clown horn and gold paint job, which caused my husband to coin it in a mocking tone, "Goldilocks"—for only two and a half years.

However, it has electrical problems, the cruise control doesn't work, the transmission is questionable, and it misses constantly, so that sometimes I am afraid I am going to be stranded in traffic.

Despite all of this, I am deeply, deeply attached to my Goldilocks. I have actually never had a car that I love more.

(That might be because my first four vehicles were chunkers—requiring me to pop the hood and hook up the battery before I went anywhere—but I digress. . . .)

Therefore, for the defense of Goldilocks, I allowed my husband to purchase a minivan. . . .

connect with me



about the author



Jolina Petersheim is the bestselling author of *The Outcast*, which *Library Journal* gave a starred review and named one of the best books of 2013. *The Outcast* also became an *ECPA*, *CBA*, and *Amazon* bestseller, and was featured in *Huffington Post*'s Fall Picks, *USA Today*, *Publishers Weekly*, and *The Tennessean*. Jolina's sophomore novel, *The Midwife*, taps into her and her husband's unique Amish and Mennonite heritage that originated in Lancaster County, Pennsylvania. They now live in the mountains of Tennessee with

MAYBE YOU...

view a blog as a way to make you a better
writer and/or a writing outlet you truly enjoy

FIELD STUDY: C.A. MARKS


The screenshot shows the homepage of the 'Love Bunnies' blog by C.A. Marks. The header includes the site name 'LOVE Bunnies' with 'C.A. Marks' in a script font, and navigation links for 'HOME', 'ATTITUDE', and 'LOVE BUNNY CULTURE'. There are also social media icons for RSS, Facebook, Twitter, YouTube, Instagram, LinkedIn, Pinterest, and a plus sign for more. Below the header is a row of ten small profile pictures of various bloggers, with the text 'a wide variety of no-niche bloginess' underneath. The main content area features a 'Welcome, My Little Love Bunnies' section with a profile picture of C.A. Marks and a bio: 'I'm c.a. Marks and I'm the head Love Bunny around here.' Below this is a quote from someone who gave her advice on inspiration. To the right is a 'KEEP CALM and Love Bunny' graphic. Further down is a 'LOVE BUNNY MAIL' sign-up form with a 'SIGN UP' button. The bottom section is titled 'Basic Brown Bread, WK# 21' and includes a photo of the bread and a 'Continue Reading' button. A sidebar on the right lists recent comments from other users.

LOVE *C.A. Marks* Bunnies HOME ATTITUDE LOVE BUNNY CULTURE

VLOGS

a wide variety of no-niche bloginess

Welcome, My Little Love Bunnies

 *C.A. Marks*
c.a.marksmarks.com
head love bunny

Woman approaches. Stand an empty nest.
— c.a. Marks My little love bunnies. I'm c.a. Marks and I'm the head Love Bunny around here.

Someone once gave me a piece of advice regarding inspiration and I'd like to live by it forever. It goes like this, "I discovered that inspiration is 'feeling' and you can't wait for her to come to you when it's convenient. When it's there up you have to wrestle that bitch to the ground and choke every thing you can out of her!" — waldemir

Here, I will attempt to explore the ordinary and mundane with my very own (ah) of lovey.

C.A. Marks

— Breaking the rules and making a little trouble on behalf of women.


KEEP CALM and Love Bunny


LOVE BUNNY MAIL


Email address:


SIGN UP


WHAT YOU'RE SAYING


 Yolanda V (Dora) Mar 22, 6:29 PM

 Barb Rosario V (Feed the joy of Gluten-Free Sugarfree Baking...) Mar 22, 6:07 PM

 Terry Schultz V (Sharon) Mar 22, 7:02 PM


 Ashley Olson V (Diana and I love a copy of...) Mar 22, 2:26 PM

 Timmy Freed V (Linda and I need I am hoping to win...) Mar 22, 2:25 PM

 Jasmine V (shared and commented

Basic Brown Bread, WK# 21

March 22, 2014 by *C.A. Marks* / Leave a Comment

 Here we are, nearly halfway through the year-long baking/blogging challenge. After the last two baking challenges fail, I decided to take a step back and try something more basic. Hence, the Basic Brown Bread. Plus, the photograph in the cookbook did me in.

Continue Reading

MAYBE YOU...

want your blog to serve as your website

MAYBE YOU...

have more to say than what you can say in a
Facebook, Twitter, or [insert your favorite
social media here] post

MAYBE YOU...

want to “control the conversation” about you, or contribute to the conversation about topic(s) you especially care about

FIELD STUDY: SUSAN CUSHMAN



HOME ABOUT PUBLICATIONS BLOG EVENTS MEDIA WORKSHOPS

Writing on Wednesday: Hybrid Publishing—A New Alternative for Indie Authors

on MARCH 26, 2014 by SUSAN

in CREATIVE NONFICTION, FICTION, LITERARY AGENTS, NOVELS, PUBLISHING, WRITING



Yesterday I read this column in Publishers Weekly by Nashville author, Paige Crutcher: [“My Self-Publishing Journey: On Becoming an Indie Author.”](#) I had met Paige a few years ago at a Christmas party for writers in Nashville. If I remember correctly, she had just gotten an agent for her novel, and I was both excited for her and a bit jealous. But traditional publishing didn’t work out for Paige.

Unfortunately Paige’s story is similar to many talented writers looking for a way to reach their readers in today’s stormy publishing world. Follow Paige’s columns to learn more:

I am still determining what it means to be an indie

SEARCH

RECENT POSTS

- Faith on Friday: Shadowing Jesus
- Writing on Wednesday: Hybrid Publishing—A New Alternative for Indie Authors
- Mental Health Monday: “Weird But True” Revisited
- Faith on Friday: Hump Sunday (We’re half-way there!)
- Writing on Wednesday: Southern Sin: True Stories of the Sultry South & Women Behaving Badly

RECENT COMMENTS

- emma on Mental Health Monday: “Weird But True” Revisited
- Susan on Faith on Friday: Hump Sunday (We’re half-way there!)
- Angela Doll Carlson on Faith on Friday: Hump Sunday (We’re half-way there!)

PHILOSOPHY



What are
some pros & cons
of blogging?

It's worth
it!

Drives site traffic and
awareness

Makes you the expert

Can generate
opportunities

Can make you more
disciplined and/or
creative

Is it worth
it?

Can interfere with your
real writing

Takes time away from
other things

There's a lot of noise
out there

You have to promote it



PHILOSOPHY

There's a lot of pressure on writers to blog, but I recommend:

- Decide why YOU want to blog
- Decide on the pros and cons that apply to YOU



Strategy can help!

STRATEGY



What are some ways
to make your blog
its best?

STRATEGY #1

Have a specific focus or theme(s) *

* Not a must if you are already famous

STRATEGY #2

Have an editorial calendar

STRATEGY #3

Include photos

- Give your photo captions
- Consider adding “watermark”
- Credit your photos
- Consider other media as well



STRATEGY #4

Remember you're writing for the web:

- Give your posts a catchy but not too long title
- 600 words, plus or minus a few hundred
- Shorter paragraphs
- Bullet points
- Link to other blogs, websites in your posts
- Include calls-to-action when appropriate

STRATEGY #5

Remember it's a social world:

- Have an email list
- Share your posts on social media
- Invite guests to post
- Encourage comments, reply to comments, make comments yourself on other blogs
- Consider hot topics – take risks
- Have a generous spirit

STRATEGY #6

Take full advantage of blogging technology

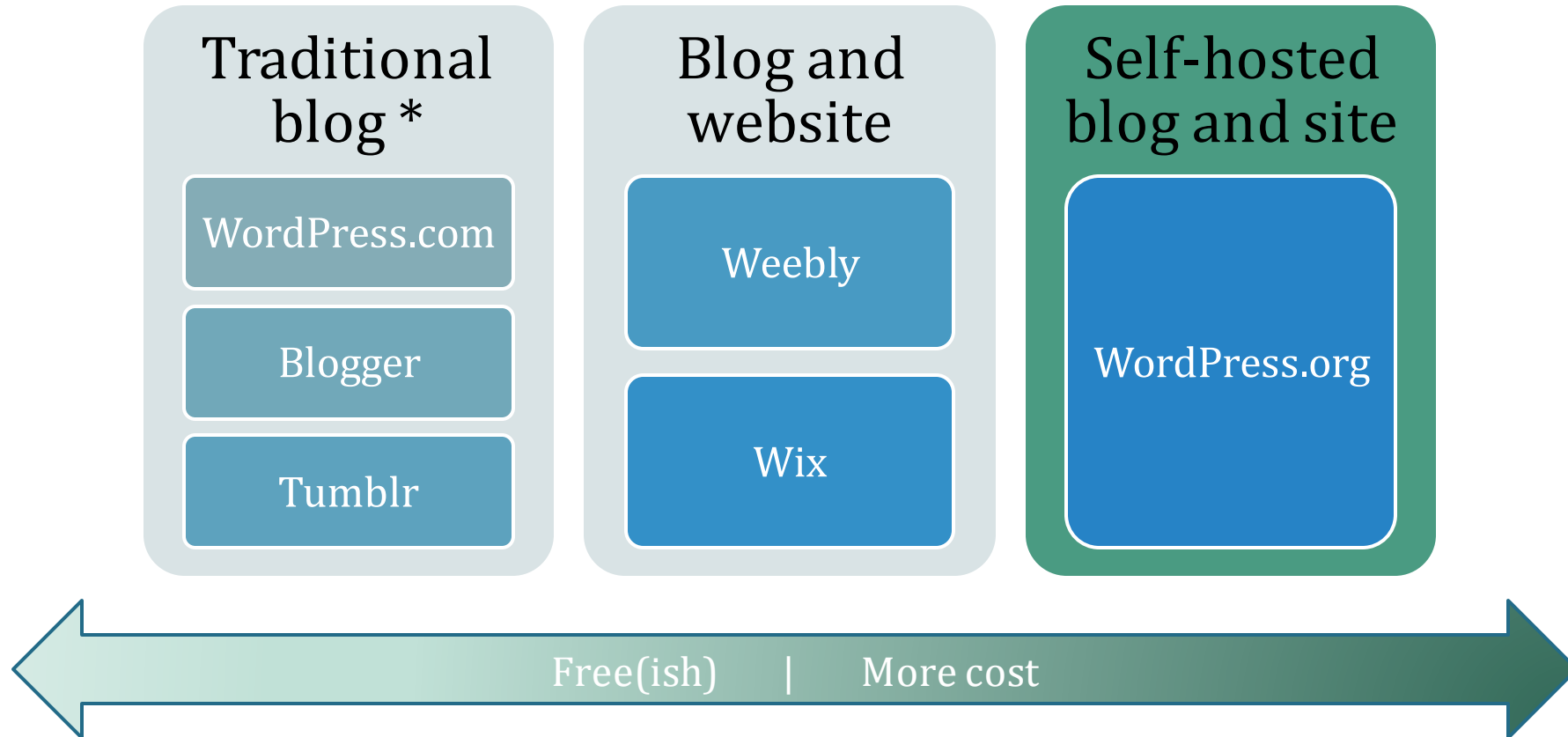
TECHNOLOGY



What are some tech things to know about blogging?

TECHNOLOGY

Some top platforms to consider



FIELD STUDY: BLOGGER

THE ALCHEMIST'S KITCHEN

Poetry, Travel, and the Creative Writing Life

Home | Post At Your Table | Consults | Website | Poets on the Coast



Susan Rich
Follow

Susan Rich is the author of four collections of poetry, most recently, *Cloud Pharmacy* and *The Alchemist's Kitchen*, which was a Finalist for the Foreword Prize and the Washington State Book Award. Her other books include *Cures*, *Travel* (2006) and *The Cartographer's*

Thursday, March 27, 2014

Poetry Lovers Here: Sign-up Now for the Big Poetry Giveaway 2014 X 3



I'm happy to be participating in this year's creative event which sends poetry into the hands of the people (worldwide). Thanks to my friend, Kelli Russell Agodon for curating this year's Big Poetry Giveaway. I was the curator last year and I know how much time it takes to organize this.


Cloud Pharmacy in 2014




BY YOUTUBE MEMBERS

- Nancy Pearl interview Seattle Channel
- 1000 Poets for Change / Hugo House
- At Middle Life: A Romance


MORE ABOUT SUSAN



MAKE + DIY | CITIES | DECOR | INSPIRATION | FOOD + ENTERTAINING | SEASONAL | SPECIAL FEATURES | SHOP POPPYTALK HANDMADE




7 SWEET WEEKEND TREAT PROJECTS 28.3.14



Poppytalk

Founded in 2005, Poppytalk is a lifestyle blog dedicated to supporting the beautiful, the decayed and the handmade. More about us [here](#).


Food Lion
Save 50¢ on ONE Ziploc® brand containers 2 - 8 ct.



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[Save to Google account](#)

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FIELD STUDY: TUMBLR

BUSINESS ART NEW BOOK TV/FILM MOVIE GIFS SPORTS WALL OF TEXT ASKS

JOHN GREEN'S TUMBLR



nyknight
A good man is hard to find, read by Flannery O'Connor

About

This is the tumblr of John Green, the #1 New York Times bestselling author of *The Fault in Our Stars*, *Looking for Alaska*, *An Abundance of Katherine*, *Paper Towns*, and half of *Will Grayson, Will Grayson*. I am also the co-creator of the *vlogbrothers* youtube channel.


I am best known on tumblr for a *drtizzle/hurricane* metaphor.

You can ask me questions only if you agree not to get mad if I don't answer.

FAQ:

1. Why is your tumblr name fishingboatproceeds?
2. What does DFTBA stand for?
3. Do you and Hank consider yourself nerdfighters?
4. So, does the actual John Green run this tumblr, or is it run by an assistant?
5. Would you release a book that isn't YA?
6. Would you ever write a YA book?

theParisreview:
Listen to Flannery O'Connor read "A Good Man Is Hard to Find."



Authors of Color

A place to celebrate awarding & adding color!

REPOST

My goodness it has 17 YEARS since their quest to raise even 13000 for JAMES MOORE DAY in San Francisco. Deep thanks to all making this possible and an overdue shout out to Caitlin Chung for presenting the award to me and surely making this happen with Megan & Sam M. Lee

HarperCollins

PUBLISHING GREAT AUTHORS SINCE 1817

March 26, 2014



13 notes

About Us
HarperCollins Publishers is one of the world's leading English-language publishers.

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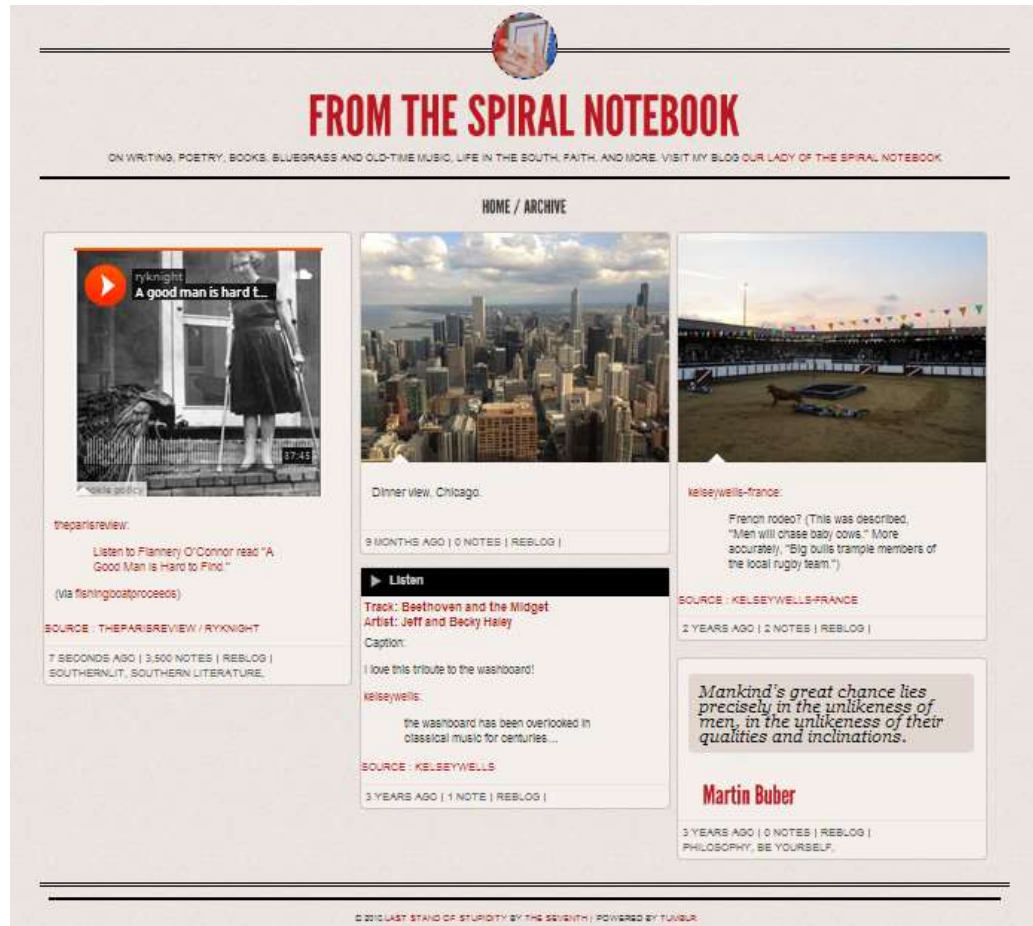
Blog Tools
Archive
RSS

Tennessee Williams was born on this day in 1911. Listen to the great playwright read the opening monologue of his Pulitzer Prize winning play, *The Glass Menagerie*.

From the *Essential Tennessee Williams CD*, available at your favorite bookseller.

Filed under tennessee williams, lit, playwright, play, the glass menagerie, theater

FIELD STUDY: TUMBLR



FROM THE SPIRAL NOTEBOOK
ON WRITING, POETRY, BOOKS, BLUEGRASS AND OLD-TIME MUSIC, LIFE IN THE SOUTH, FAITH, AND MORE. VISIT MY BLOG OUR LADY OF THE SPIRAL NOTEBOOK.

HOME / ARCHIVE

ryknight
A good man is hard t...
17:45

theparisreview
Listen to Flannery O'Connor read "A Good Man is Hard to Find."
(via fishingboatproceeds)
SOURCE: THEPARISREVIEW / RYXKNIGHT
7 SECONDS AGO | 3,500 NOTES | REBLOG | SOUTHERNLIT, SOUTHERN LITERATURE.

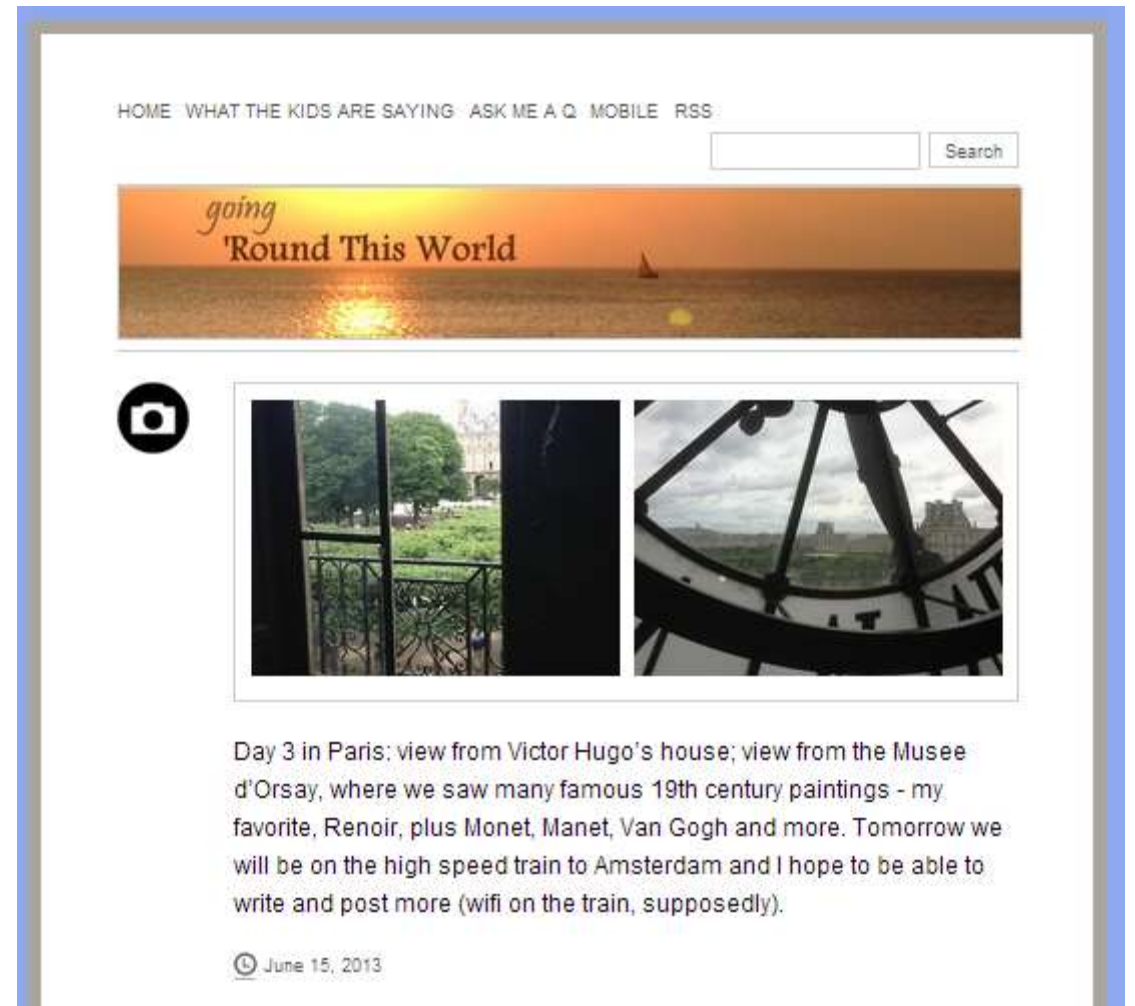
Dinner view, Chicago.
9 MONTHS AGO | 0 NOTES | REBLOG |

Listen
Track: Beethoven and the Midget
Artist: Jeff and Becky Haley
Caption:
I love this tribute to the washboard!
kelseywells
the washboard has been overlooked in classical music for centuries...
SOURCE: KELSEYWELLS
3 YEARS AGO | 1 NOTE | REBLOG |

French rodeo? (This was described, "Men will chase baby cows." More accurately, "Big bulls trample members of the local rugby team.")
SOURCE: KELSEYWELLS-FRANCE
2 YEARS AGO | 2 NOTES | REBLOG |

Mankind's great chance lies precisely in the unlikeness of men, in the unlikeness of their qualities and inclinations.
Martin Buber
3 YEARS AGO | 0 NOTES | REBLOG | PHILOSOPHY, BE YOURSELF.


© 2012 LAST STAND OF STUPIDITY BY THE SEVENTH | POWERED BY TUMBLR





HOME WHAT THE KIDS ARE SAYING ASK ME A Q MOBILE RSS

Search

going
'Round This World





Day 3 in Paris: view from Victor Hugo's house; view from the Musee d'Orsay, where we saw many famous 19th century paintings - my favorite, Renoir, plus Monet, Manet, Van Gogh and more. Tomorrow we will be on the high speed train to Amsterdam and I hope to be able to write and post more (wifi on the train, supposedly).

June 15, 2013

TECHNOLOGY COSTS



Except...

TECHNOLOGY COSTS

Get your own domain name

Instead of johndoewriter.wordpress.com

- johndoewriter.com

Instead of johndoewriter.blogspot.com

- johndoewriter.com

Instead of johndoewriter.tumblr.com

- johndoewriter.com

Instead of johndoewriter.weebly.com

- johndoewriter.com

TECHNOLOGY COSTS

Be aware of ads

- WordPress.com “No ads” option - \$30/yr
- Blogger – AdSense may be an option to display targeted ads

TECHNOLOGY COSTS

Possibly pay for themes, priority support or extra features

TECHNOLOGY TOOLS

- “Tag” your posts
- Set your URL naming scheme to reflect post titles and/or keywords
- Schedule your posts ahead of time if that helps you be more productive
- Read and use your blog stats

TECHNOLOGY TOOLS

URL with title or keywords:

<http://korywells.com/2013/11/sharing-for-veterans-day-a-poem-by-a-pow//>



Using tags:

FILED UNDER: POETRY, RECENT NEWS ▪ TAGGED WITH: POEM, POW, VETERANS DAY, VIETNAM

TECHNOLOGY TOOLS

- **Backups!**
Google WordPress.com backup or Blogger backup, etc.
- **Email lists**
MailChimp, VerticalResponse have free options

TECHNOLOGY TOOLS

- **News and keyword monitoring**
Google Alerts, mention.net
- **Social media dashboards, buffers, etc.**
HootSuite, Buffer, MediaFunnel, SproutSocial (not all of these have free options, but some do)
- **To do lists**
I like kanbanflow.com

YOU CAN DO IT!



- Know your reasons for blogging
- Success is much more about strategy than technology
- Start simple with the tech, learn and add features as you can

Q&A



<http://korywells.com>

korywells@gmail.com

<http://facebook.com/KoryWells>

<http://facebook.com/KoryAndKelseyWells>

<http://twitter.com/korywells>

<http://linkedin.com/in/korywells>