



# The Huffington Post Complete Guide to Blogging

*By The editors of the Huffington Post*



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## **The Huffington Post Complete Guide to Blogging By The editors of the Huffington Post Bibliography**

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### Editorial Review

Amazon.com Review

#### Book Description

The editors of The Huffington Post--the most linked-to blog on the web--offer an A-Z guide to all things blog, with information for everyone from the tech-challenged newbie looking to get a handle on this new way of communicating to the experienced blogger looking to break through the clutter of the Internet. With an introduction by Arianna Huffington, the site's cofounder and editor in chief, this book is everything you want to know about blogging, but didn't know who to ask.

As entertaining as it is informative, *The Huffington Post Complete Guide to Blogging* will show you what to do to get your blog started. You'll find tools to help you build your blog, strategies to create your community, tips on finding your voice, and entertaining anecdotes from HuffPost bloggers that will make you wonder what took you so long to blog in the first place.

The Guide also includes choice selections from HuffPost's wide-ranging mix of top-notch bloggers. Among those who have blogged on HuffPost are Barack Obama, Hillary Clinton, Larry David, Jane Smiley, Bill Maher, Nora Ephron, Jon Robin Baitz, Steve Martin, Lawrence O'Donnell, Ari Emanuel, Mia Farrow, Al Franken, Gary Hart, Barbara Ehrenreich, Edward Kennedy, Harry Shearer, Nancy Pelosi, Adam McKay, John Ridley, and Alec Baldwin.

### A Message from Arianna Huffington

Dear Amazon customer,

I'm thrilled to be working with Amazon.com as an online bookseller and partner for the publication of our new book, *The Huffington Post Complete Guide to Blogging*. Amazon understands how to use the Internet to harness intelligence that enables people to make informed decisions. That mission is similar to that of The Huffington Post, a news and opinion site I co-founded in May 2005, and which has grown to become the most linked-to blog in the world. Bringing people together and sparking interesting conversations among my friends is ingrained in my DNA, and the world of blogging has opened up this passion to endless possibilities. It's fast-paced, limitless, and best of all, there's room for everyone. That's why I'm so excited about our *Complete Guide to Blogging*--if you have ever tried to start your own blog, wondered if you could, or if you're just an insatiable blog-addict, this book is for you. Our team of editors and contributors has put together all the tools you'll need to build your blog, strategies to create your community, ideas for finding your blogger voice, and countless, hilarious anecdotes and stories.



What are you waiting for? Start blogging!

Best,  
Arianna

### Questions for Arianna Huffington

**Amazon.com:** There are over 100 million blogs in the world, and counting. Does the world need another one? Is it too late to start one that will have any sort of impact?

**Huffington:** There is always room for another blog – the key is having something to say, and the ability to say it in an interesting way. That combination will allow you to break through in almost any medium, but especially in blogging. New bloggers are rising to the top all the time.

**Amazon.com:** When you meet someone and tell them, "You should blog!" (which it's my understanding happens quite often), what is it about them that makes you think they'd be a good blogger, especially in the long term? Are there some writers you wouldn't say that to?

**Huffington:** I invite people who have an interesting point of view, a provocative way of looking at the world. And the best bloggers tend to be a little obsessed about something. When I see those things, I get excited about offering a platform to express them. One of the original reasons for starting HuffPost was my feeling that some of the most interesting voices in our culture weren't online--and I wanted to make it easier for them to make the transition.

**Amazon.com:** Has the Huffington Post turned out the way you planned? What surprises did you adapt to take advantage of?

**Huffington:** We had our hopes, but no one could have predicted that HuffPost would become such a huge success. One of the things that surprised us was the passion expressed by our community, so we worked hard to provide them an easy way to comment, and an environment where civil discourse is encouraged.

**Amazon.com:** As many people have noted, the Obama campaign was the first to really harness the power of the web for fundraising and organizing. Do you think running in the first heavily blogged election also made his victory more possible?

**Huffington:** Obama's online operation was state of the art--incorporating everything from viral videos to texting-as-a-grassroots-organizing-tool to social networking sites to its online fundraising juggernaut--and was a key component in his success. It wouldn't be overstating things to say that if it wasn't for the web, we'd be inaugurating a different 44th president on January 20th. And thanks to blogging--and YouTube, instant fact-checks, and viral emails--it was much harder for his opponents to use the tactics of the past: fear, smear, and anything goes.

**Amazon.com:** You and your editors have written a book about blogging (while noting the irony of doing so). There's a lot of talk about the relationship between blogs and newspapers, but less so about how blogs will live with books. Aside from the obvious examples of bloggers getting book deals, how do you think blogs and books will affect each other?

**Huffington:** Anything that keeps people reading is a good thing! And blogging has certainly led to a renaissance of sorts for the written word. We live in a culture dominated by visual imagery and communication, so having so much vital writing on the web has helped re-habituate the younger generation to reading ... and hopefully blogs will be a gateway drug that leads them on to the harder stuff of books. And people blogging about books is obviously a great way to promote the best of the new releases (and some

deserving older releases that never got the attention they warranted).

#### Review

"...capture(s) all of the excitement of the blogosphere, enabling the would-be blogger to take a confident step online....A must read for blog newbies." -- Andrea Sachs, *Time Magazine*

#### About the Author

*The Huffington Post* -- "The Internet Newspaper" -- was founded by Arianna Huffington and Kenneth Lerer in May, 2005, and quickly took the Internet by storm. *The Huffington Post* offers extensive coverage of politics, media, business, entertainment, living, and "green." Its 24-hours news coverage regularly publishes scoops and is well-known for its high-profile contributors, including Barack Obama, Hillary Clinton, Welsey Clark, Ari Emanuel, Nora Ephron, Mia Farrow, Al Franken, Gary Hart, Edward Kennedy, John Kerry, Bill Maher, Nancy Pelosi, John Ridley, Margaret Cho, Harry Shearer, and Alec Baldwin. *The Huffington Post* is a two time winner of the Webby Award for Best Political Blog. *The Huffington Post* is successful with an audience that is affluent, influential, educated, and tech-savvy.

### Users Review

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##### John Honeycutt:

Now a day people that Living in the era just where everything reachable by interact with the internet and the resources inside can be true or not demand people to be aware of each information they get. How individuals to be smart in having any information nowadays? Of course the answer is reading a book. Reading a book can help folks out of this uncertainty Information specially this *The Huffington Post Complete Guide to Blogging* book because book offers you rich details and knowledge. Of course the knowledge in this book hundred per-cent guarantees there is no doubt in it you probably know this.

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