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## The Art of Being a Goal Getter
*by Joy Cho of Oh Joy!*

**1** YOU CANNOT WAIT AROUND FOR IT
The only person who will make your goals come true is you.

**2** YOU HAVE TO WANT IT
Tell me what you want. What you really, really want.
(It's ok if it sounds ridiculous.)

**3** DO YOUR RESEARCH
Who or what will be the best fit to accomplish your goals?

**4** PUT TOGETHER A PRESENTATION THAT SHINES
How will you show your ideas & convince someone of them?

**5** "NO" IS NOT THE END OF THE WORLD
You won't always get what you want, but it will pave the way
for something else. (Maybe, even, something better.)

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## PR on a Shoestring Budget

*by Adrienne Arieff*

**1** Decide what you are an expert in and position yourself as such on your blog and all social channels.

**2** Follow all bloggers/editors you like on Pinterest, Instagram and Twitter.

**3** Engage in conversation regularly with your new/existing community.

**4** Stay current in your field.

**5** Blog regularly to further develop yourself as a brand and blog.

**6** Begin to pitch yourself to blogs who feature experts on your skill set.

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## Graphic Design for Bloggers 101
*by Laurie Smithwick*

**1** There are many rules in graphic design. Learn them; follow them.

**2** Whitespace is important in your designs because it provides balance, creates emphasis, and makes eyes happy.

**3** When working with Fonts, keep it simple and be consistent. Don't use more than 2 fonts per design. And don't use competing styles in one design

**4** When working with Color, don't use more than 5 colors per design.
Look for color palettes all around you.
Remember the "Color family + 2" trick for creating palettes

**5** Tension is is a good thing when you're talking about design.
Here are a few ways to create tension in your layouts:
– Avoid symmetry
– Try to avoid even numbers of things
– Big + small = good
– Poke things out

**6** Font Resources
- dafont.com
- myfonts.com
- youworkforthem.com
- typekit.com
- fontsquirrel.com
- google.com/webfonts
- identifont.com
- whatthefont.com
- ilovetypography.com

**7** Color Resources
- design-seeds.com
- colourlovers.com
- colorschemer studio
- colr.org
- colorhunter.com
- degraeve.com
- color.hailpixel.com

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## How to Work With Brands
*by Natalie Bowman of Bing*

**1** Be an authentic fan of the brand.

**2** Keep your pitch short and sweet.

**3** Be responsive.

**4** Know your worth.

**5** Never apologize for making money.

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## Ask a Lawyer
*by Amanda Schreyer*

**1** Consult with an attorney regarding the appropriate agreement for the entity to address the rights and obligations among members. It is a best practice to have such a document even if you are the only member of that entity.

**2** When hosting any type of giveaway, ensure that you are in compliance with laws regarding lotteries, contests and sweepstakes.

**3** Make appropriate disclosures to your readers regarding advertisements, endorsements, and sponsored posts.

**4** Draft terms of use and a privacy policy. Post them conspicuously on your blog.

**5** Take steps to protect your intellectual property; e.g., registering trademarks and copyrights, if appropriate.

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## Ask an Accountant
*by Helena Swyter*

**1** Once you decide to treat your blog as a business, open a separate bank account to use for all blog-related income and expense.

**2** Keep records of your blog-related income and expense in the bookkeeping software of your choice. Develop a method to keep track of receipts – either by scanning them and storing them on your computer or filing them in folders.

**3** Determine business structure: Sole Proprietorship, Limited Liability Company (LLC), Partnership, or S-Corporation.

**4** As a self-employed individual, you are required to pay quarterly estimated tax payments on the income you receive from your blog. These payments are due on April 15, June 15, September 15, and January 15.

**5** Consult with an accountant about how to report your income for your annual taxes. Depending on your business structure, you may report income on a Schedule C or you may be required to file additional forms.

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## Photoshop for Bloggers
### by Mike and Alma Loveland

**1** Should you use Photoshop ($700) or Photoshop Elements ($80)?

- Photoshop Elements is much less expensive and is very user friendly. Most bloggers will be able to do everything they need to in Photoshop Elements. Don't worry: Your photos and style boards will look professional even if you are using Photoshop Elements. Phew!

- Photoshop is expensive and very robust. It is excellent for photography professionals. Use this if you are a professional photographer. Or, if you already have Photoshop (because you bought the Creative Suite, because you are subscribed to Creative Cloud, or because you know someone who knows someone who got you Photoshop, etc.) then there is no need to buy Photoshop Elements. Stick with what you own!

**2** Understanding Resolution

- Resolution is measured in DPI (dots per inch) or PPI (pixels per inch). These two terms are interchangeable and are the same unit of measurement.
- Standard for web is 72 DPI.
- Standard for print is 300 DPI.
- You may size your images down, but you may never size up.

**3** Rule of Thirds

When you crop your photos, you can create a more interesting composition than what you achieved in camera. Use the Rule of Thirds as a guideline: When you are cropping Photoshop or Photoshop Elements will show lines dividing your photo into thirds widthwise and lengthwise. Place the most important parts of your photo on the intersection of these lines.

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## Organized Online
### *by Liz Stanley*

**1** Freshbooks (http://www.freshbooks.com/)
An easy online and mobile way to organize expenses, payments coming in/out, hourly charges, invoices etc for your growing financial needs as a blogger.

**2** Hellofax (https://www.hellofax.com/)
Sign and send documents electronically without scanning, printing, faxing, etc.

**3** Evernote (http://evernote.com/)
Online notes you can access anywhere, even when you're away from your computer. Great for content brainstorm ideas, reminders on which writers/assistants get paid what, password reminders for multiple blog account (if you write for other sites), quick html codes I use a lot, credit card numbers.

**4** Google online/mobile calendar
Color coding keeps you organized for different areas of your life/work. Sync the calendar to your mobile device as well.

**5** Private Pinterest boards (http://pinterest.com/)
For content inspiration and team contributions.

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## Photo Styling 101
### by Susan and William Brinson

**1** Branding Consistency
Make a style guide for your blog to define your styling look and feel.
- mood board
- color palette
- define style of props (antique vs modern)
- create style secrets

**2** Props
Build your supply collection
- backgrounds
- surfaces
- fabrics
- dishes
- objects
- craft supplies (paper, tape, etc)

**3** Styling Tips and Tricks
Check these items if something 'feels' off
- scale
- contrast
- composition
- angle

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## Craft the Perfect Pitch
### by Alison Dutton of Yoked

**1** A great pitch is your most powerful tool to secure a collaboration with a business. To achieve success with your pitch, visit Craft the Perfect Pitch (http://wellyoked.com/altforeveryone) to start your brand map and download all supplemental worksheets from the class.

**2** Define your goals for working with businesses. List 3 objectives that you will achieve by collaborating with businesses.To ask yourself the "Big Questions" - Download the worksheet.

**3** Make a list of businesses that you would like to partner with.
Tip: Networks such as Yoked save you time by connecting you with businesses that already want to collaborate with bloggers.

**4** Generate 3-5 content ideas for each business on your list.
Complete our worksheet to get your creative juices flowing.
Tip: Before contacting a business, visit their website. You can increase your chances of working with a business if you present them with collaboration ideas that already fit within the content that they need for their website.

**5** Pick the purpose of your pitch by choosing 1-2 of your favorite content ideas for each business.
Tip: Never contact a business without a clear purpose.Your purpose is often called your "hook" in PR terms. Your purpose should be current and include a specific collaboration idea.

**6** With the planning all done, your pitch will come easily. Follow the pitch template and start writing!
Tip: In your pitch, start with the most important information.
Work your way through your pitch in an order of decreasing priority.

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## iMovie for Bloggers
*by Jenner Brown*

**1** For more in depth iMovie training online check out Lynda.com which has many great, easy to understand tutorials on iMovie and most other major creative programs.

**2** You can find music for your video project from various free and paid licensing sources:
a. iMovie comes with many royalty free music tracks
b. joshwoodward.com (free)
c. incompetech.com (free)
d. withetiquette.com - great selection ($50)
e. themusicbed - great selection ($50)

**3** To add custom graphics and logos to your videos simply create a PNG file with a transparent background and drop it over your movie clip using "picture in picture" and voila! you have graphics to brand your content.

**4** Most people don't realize that they likely already own a really high quality HD video camera. Your iPhone or iPad shoots excellent video that can be brought seamlessly into iMovie for editing. If you don't have the budget for a fancy DSLR camera, this will get you by!

**5** Cross promote your video content to make it work for you by using tags and keywords in YouTube and Vimeo. This will bring your video up when people search for topics. Also, don't forget to push your videos out into social media via Pinterest, Facebook posts and announcements on Instagram and Twitter. The goal of every video should be to drive waves of traffic to your blog!

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## Graphic Design for Bloggers 201
### by Laurie Smithwick

**1** Color theory is basically a set of rules that explains how to create colors and color combinations.

**2** The color wheel consists of Primary Colors, Secondary Colors, and Tertiary colors.

**3** Warm Colors are vivid and energetic; Cool Colors are calm and peaceful.

**4** Tinting adds white to a color; Shading adds black to a color. You achieve variations on the basic color wheel colors by tinting and shading them.

**5** Color harmonies are groups of colors that work well together. Use the color wheel to achieve different types of harmonies to convey different types of color moods.

**6** Typography is the design and use of typefaces as a means of visual communication.

**7** Typography has evolved over the past 3000 years. This evolution has brought many different type classifications, from scripts, to blackletter, to serifs, to sans serifs, to decorative. Learn these different classifications and you will understand more about how to choose typefaces for a project.

**8** Kerning is adjusting the spaces between the individual letters; Tracking (or letter spacing) is adjusting the overall spacing of a group of letters; Leading (or line spacing) is distance from the baseline of one line of type to the next.

**9** Different types of text alignment serve different purposes. Don't use flush left, flush right, justified, and centered type interchangeably.

**10** You can achieve interesting results when you design with type by using fonts of different sizes, weights, and colors with each other. Do not ever stretch or squeeze a font to make it fit.

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## How to Get Paid What You Are Worth
*by Sara Urquhart*

**1** Set a vision: know it, understand it and stick to it.

**2** Know what work should be paid.
Understand your own skills and what you can offer.

**3** Understand the power of saying no.

**4** Work hard to say yes.

**5** Have a media kit and share it.

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## Blog Documents
### by Chris Gardner

**1** Editorial Calendar
– What you're going to post, When it will be published, Who is responsible

**2** Writer's Guidelines
– Formalizes the formatting, style, and organization of each post

**3** Guest Blogger 101
– A streamlined version of your writer's guidelines that you can share easily with others

**4** Comment Policy
– The purpose of comments, and how you'll deal with problematic conversations

**5** Terms of Use/FAQ
– How readers can expect to interact with your content

**6** Sponsorship and Affiliate Disclosure
– A template or permanent home to discuss how you work with product and income

**7** EIN
– This is the easiest one! Just go to: http://mnma.de/Get-An-EIN

**8** Sponsorship Packet/Media Kit
– Traffic statistics and analytics, plus opportunities to collaborate with sponsors

**9** About/Contact
– Describes who you are, and what you care about

**10** Invoice Template
– Make it easy for you to speak the language of the people that wanna pay you

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## Using Social Media to Grow Your Blog
### by Natalie Bowman, of Bing

**1** Appearance matters.

**2** Define your niche but don't narrow your opportunities.

**3** If you have a presence on a social channel,
be present on that channel.

**4** One size does not fit all in social media.
Change up your content depending on the channel.

**5** Participate in conversations and
build relationships with your readers.

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## DIY Advertising

*by Liz Stanley*

**1** Do a little housecleaning first. Is your focus clear from initial glance on your site? Is your url simple? Are you comfortable talking about your stats via google analytics? Do you have a media kit pdf?

**2** Creating a media kit basics:
Part 1 – Readership information, traffic, press mentions
Part 2 – Ad options, length, size, discounts
Part 3 – Sponsored post, giveaway rates, social media rates

**3** Approach small shops in a friendly, personal, open ended way (which might seem counter intuitive but it works).

**4** Reaching out vs waiting- do you need to focus on growth more than advertising? Attracting advertisers will be a lot easier if you grow first.

**5** Things to avoid: Asking a company for money straight up, promising engagement, reaching out to brands solely because you see them advertise on another blog, charging different amounts to different companies.

**6** Begin to pitch yourself to blogs who feature experts on your skill set.

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## Making Money Beyond Advertising
*by Melanie Blodgett*

**1** The key to making money online is to diversify. Do what you can to have multiple streams of income so if your ad sales aren't stellar one month, you still have money coming from another source.

**2** Find something you're good at and sell it. It doesn't have to be a physical product you sell in a shop, it can be writing, or photo styling, or sharing your knowledge about social media.

**3** For online work related to blogging, the paper resume is obsolete. Your blog is your resume so make sure it's polished and reflects you.

**4** Contributing to other sites doesn't only make you money; it will help you grow your traffic, it creates exposure, it builds your portfolio and helps improve your blogging skills (hopefully).

**5** Just like any other field of employment, networking is key to landing jobs. Be nice. Be reliable. Be professional. Work hard. Opportunities will arise.

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## Graphic Design for Bloggers 301
*by Laurie Smithwick*

**1** A logo is an image or a mark that symbolizes your brand.
A logo is NOT your brand; it will not tell the story of your brand.

**2** A good logo is simple, good looking, and communicative.

**3** When designing a logo, pay close attention to your company name. Find logos you like to look at, and describe the logos you like to look at.

**4** Sketch on paper first. Then design on the computer.

**5** Once you have some logos you like, take a break and put the logos away for a couple of days. When you come back, you'll be able to look at them with fresh, objective, editor-ready eyes.

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## Pinterest Skills Every Blogger Must Know
*by Jill Nystul*

**1 Creating Boards**
Focus on niche boards. For example, break "Food" down into categories like "Desserts"! Or I like to go even further and focus on my favorite types of food so I have a "Lemon Joy" board, a "My Frozen Food Obsession" board, and a "Gluten-Free Goodness" board. Give your boards memorable names! Also be sure that your board names are short, snappy and to the point. Private boards are a great place to pin stuff that inspires you to try something new for your own blog!

**2 Give the "like" button some love**
It's another way to show "Pinterest Love" to your fellow Pinterest users without having it take up real estate on one of your boards.

**3 Keep an eye out for "new" people to follow!**
Don't get stuck in a rut! Pinterest is adding millions of new users each month....go out and find some interesting ones! New Pinterest Analytics is helpful in doing this!

**4 Add A Social Stream To Your Blog!**
Easily share all of your social updates from Pinterest, Facebook, Twitter, Instagram, and other social networks as a page on your website. Lots of different plug-ins and widgets available.

**5 Comment! Comment! Comment!**
Not just when you repin something, but when you are browsing through your feed. I have been lazy about this lately. Pinterest is a social site like Facebook and Twitter, let's get INTERACTING!

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## Growing Your Blog: From Hobby To Jobby

*by Jordan Ferney*

1. It takes forever.

2. Keep making things.

3. You need skillz.

4. Contribute to other websites.

5. Invest in your site.

6. Create good original content.

7. Blog redesign.

8. Build social media platforms.

9. Increase the amount of original content.

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## Working With Brands
### *by Sara Urquhart*

**1** Say yes to EVERY call, even the ones that look/sound like it might not be a fit.

**2** Work to manage expectations at every step.

**3** Keep the agreement simple.

**4** Work hard to do everything in the agreement and if you can't deliver something, communicate the problem with the sponsor immediately and offer other options that may even exceed what you originally agreed to.

**5** On all points, try to exceed what is expected of you in the agreement.

**6** Work to know what they are focused on and try and shine in those areas, especially.

**7** Send a simple follow-up report. This is more work for you, but it can make their job easier.