Blogger for Dummies
Book pitch by David W. Boles

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INTRODUCTION
Blogging is evolving into a respected business meme from what used to be an inconsistent gadfly of introverted self-expression on a public dais. Every day people across the world login to their blogs and create a sounding board for arguments and ideas. 192,000 new bloggers seek a voice on the web each day. Few of those new minds are technically inclined and so they seek a fast and simple way to get online. In 2003, Google purchased Blogger. At that time, Blogger had over a million active blogs. Today, the number of Blogger blogs sits at over four million and, Google claims, the number of Blogger hosted blogs doubles every six months. Those are staggering numbers and those new Blogger users natively thirst for a comprehensive, and easy-to-follow, guide that will help them get the most out of hosted blogging and Blogger for Dummies will quench their thirst and fill that niche.

HOSTED BLOGGING
There are currently three major hosted blog services: Blogger, TypePad, and WordPress.com. 10% of all people on the Internet have a blog and Blogger hosts 15% of all blogs on the Internet. The reason for that massive blogging footprint is simple: Blogger blogs are free, easy to set up, and they are super-simple to update every day.

Hosted blogging is the future of this personal and business space because no real person who writes a blog wants to bear the burden of also being his or her own technical support guru. When you have a hosted blogging solution like Blogger, you send in a trouble ticket when things blow up and behind-the-scenes technical gurus invisibly heal your troubles.

THE BOOK
Blogger for Dummies is a 300 page book packed with lots of images to help the reader semiotically learn how to create and maintain a good-looking and informational Blog. There is no DVD or added software bundle. We will deadeye aim for real life beginner bloggers - perhaps frustrated by their own misguided, self-hosted, blogging situation - to help the business professional, and also the serious personal blogger, get up and running on Blogger in a logical and seamless manner.

Using personal insight, lots of tips and tricks and cautions, we will step the reader throughout the Blogger setup process. We will also embed functionality, widgets, and search boxes into their blog; we will create smart posts and pages to make highly-indexible content; we will provide promotional support and access to a wide readership; we will meter the message of the blog against reader expectation and tempering technical limitations; and we will provide several paths for creating hosted
revenue streams.

COMPEITITION
A quick check of Amazon.com reveals a few Blogger books and most of them have been in print for over a year.
*The Rational Guide to Google Blogger* (Rational Guides)
by Wei Meng Lee
(Paperback - Jun 30, 2006)
*Publishing a Blog with Blogger: Visual QuickProject Guide*
by Elizabeth Castro
(Paperback - Feb 6, 2005)
*Blogging with the New Google Blogger*
by Michael Miller
(Kindle Edition - Mar 19, 2007) - Kindle Book
*Blogger*
by Julie C. Meloni
(Paperback - Jun 30, 2006)
None of those competitive titles appear to have the author experience of *Blogger for Dummies* or his keen sense of humor and friendly, colloquial writing style, or his professional insight into the pitfalls and pinnacles of dedicated, daily, blogging.

AUTHOR AND PLATFORM
David W. Boles has been a professional writer for 30 years. He just finished writing four books in six months for Thomson/Cengage Publishing: *Google Apps Administrator Guide*, *Picture Yourself Learning Mac OS X 10.5 Leopard*, *Picture Yourself Learning American Sign Language, Level 1* (with Janna M. Sweenie) and *Picture Yourself Learning Office for Mac 2008*.
He is also the author of *Hand Jive: American Sign Language for Real Life* (also with Janna M. Sweenie) published by Barnes and Noble New York as well as *Windows 95 Communication and Online Secrets* for IDG.

David has written for *Boot*, *c|net*, *Windows Magazine* and served as the East Coast Editor for *eyepiece* - the official publication of the Guild of British Camera Technicians.
He has variously taught English, ASL, Composition and Theatre at Columbia University, NYU, NJIT, UMDNJ, Rutgers, Fordham, the College of New Rochelle and Saint Peter’s College.
David is an old blogging pro. Here are the four blogs he currently writes that give him a unique voice and platform in the ether of the Internet:
Boles U. Blog - [http://blog.bolesuniversity.com](http://blog.bolesuniversity.com) -- Blogger
Urban Semiotic - [http://urbansemiotic.com](http://urbansemiotic.com) -- WordPress.com
WordPunk - [http://www.wordpunk.com](http://www.wordpunk.com) -- TypePad
Celebrity Semiotic - [http://celebritysemiotic.com](http://celebritysemiotic.com) -- Live Spaces
His full narrative biography is here: [http://bolesbooks.com/boles.html](http://bolesbooks.com/boles.html)
Rough Table of Contents for:  
**Blogger for Dummies**  
by David W. Boles

PART I: Creating Memorable Content (50 pages)  
This part will concern getting the new Blogger registered and setup on the service.

Getting a Blog in Three Steps
  - Login to Blog In
  - Name That Blogger!
  - Pick Your Face, But Not Your Nose!

Say What?
  - Title
  - HTML
  - Post Options
  - Labels

Take That Back to Add To It
  - Editing Labels
  - Searching Published Content
  - Editing Posts
  - Viewing Posts
  - Viewing Comments
  - Deleting Content
  - Drafts
  - Scheduling Posts

Moderating Comments
  - Banning
  - Approving

Viewing Your Blog

PART II: Managing Behind-the-Blog Settings (150 pages)  
This part is the core of the book. We will show the user how to manage a successful blog and to invoke and understand all the powerful settings Blogger offers to customize a blog and make it unique in the marketplace of minds.

Getting Back to Basics
  - Begging a Blog Title
What Are You Doing Here?
Adding to Blogger Listings
Searching to Find You
Want a Quickie?
Emailing Posts
For Mature Audiences Only!

Going Global
Composition Mode is WYSIWYG
Transliteration - Say That Again?
Goodbye: FOREVER!

Putting it in Public
Custom Domains
You’re Missing a Host

Building the Bones
Showing Posts
Date Format
Anyone for Archiving?
Stamping Time
Zoning Barriers
Language Acquisition
To Break Lines, Or Not To?
Title Visibility
Links Ahoy!
Do You Want That Kind of Float?
Post Templates

When Strangers Speak
Showing and Hiding Comments
Who Can Say What?
Comments Everywhere, All the Time
Scratching Your Backlinks

Managing the Past
Committing Archival Frequency
Turning Post Pages

Feeding the URL
Crippling Your Posts
Maiming Your Comments
Per-Post Feeding
Reburning RSS with Feedburner
Footer Burns

Carrying the e-Mail
BlogSend Addy
Mailing It In

Hark! Who Goes There?
Anointing Blog Authors
Who Can Read Ye?

PART III: Crafting Your Public Vision (100 pages)
Blogger offers a highly customizable design interface. We will dig into CSS, HTML, templates and other forms for creating a good-looking blog and a functional interface for blog readers.

Laying it On The Line
  Elemental, My Friend
  Adding Cool Stuff
  Footer Dragging and Header Dropping
  Adding Analytics
  Searching with Boxes
  Promoting with Boxes
  Selling Stuff
  Editing the Feel
  Making the Look
Deeper Looking and Higher Feeling
  Setting Colors for Every Element
  Placing Fonts for All Faces
Eating Raw HTML
  What Does It All Mean?
  Uploading Custom Templates
  Invoking Classic Templates
  Clearing Endings
  Widget Reversion
  Saving Your Creation
Starting Over and Over Again
  New Template Choices
  Going Live
  Changing Back
Live Blog Editing
  Commenting
  Posting
  Widgets, Widgets Everywhere!
Necessary Add-Ons
  3rd Party Add-Ons and the Necessity They Add...
Fun-Only Add-Ons
  3rd Party Add-Ons and the Fun and Functionality They Add...