

TypePad for Professional and Personal Blogging

Book pitch by David W. Boles

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INTRODUCTION

Blogging is evolving into a respected business institution from what used to be a gadfly of self-expression. Every day people across the world login to their blogs and create a public platform and to pitch ideas and to moan about the world. 120,000 new bloggers seek a voice on the web each day. These new minds are not technically inclined and they want a fast and simple way to get online.

TypePad, a Six Apart company, is a hosted blogging platform that is perfect for the personal blogging newbie and the fresh business interest. TypePad hosts a range of new and established bloggers that include Fortune 500 companies as well as Grandmas celebrating their grandkids. New TypePad bloggers don't have to worry about system updates, software exploits or PHP or JavaScript or database cache crashes. All they need to think about is creating compelling content.

HOSTED BLOGGING

Currently there are three major blog hosting services, TypePad, WordPress.com and Blogger. Of those three only TypePad is for pay - members currently pay anywhere between \$4.50 to \$30.00 per month for TypePad hosting - and there is a reason why you pay for TypePad: It is better, smarter, stronger and easier to use than the other two competitors.

Hosted blogging is the future of this business space because no real person who writes wants to bear the burden of also being his or her own technical support guru. When you have a hosted solution and your blog blows up, you simply send in a support ticket and the TypePad geniuses behind the scenes invisibly heal your troubles.

THE BOOK

TypePad for Professional and Personal Blogging is a 300 page book packed with lots of images to help the reader semiotically follow the steps for success. There is no DVD. 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 TypePad in a logical and seamless manner.

We will step the reader throughout the TypePad setup process; we will embed functionality; we will create smart posts and pages; we will provide widgets access; we will meter the message of the blog; and we will provide several paths for creating hosted revenue streams.

COMPETITION

A recent search of Books in Print revealed no TypePad-centered books.

SIX APART

TypePad is owned and operated by Six Apart. Six Apart also manages the TypeKey identity system and they produce MovableType for self-hosted bloggers as well as VOX for informal blogging by the younger, amateur, crowd.

Six Apart are aware of this book and they are interested in participating. They will provide special beta access, technical assistance, and they are curious to explore avenues of advertising and cross-promotion possibilities of *TypePad for Professional and Personal Blogging* through their websites, portals and promotional specials. They even expressed an interest in placing a coupon in the book to entice the reader into signing up for an extended free trial.

KEY SELLING POINTS

Here are some key selling points:

- Author Expertise and Experience with TypePad
- Friendly, Warm and Engaging Writing Tone
- Unique, Unexploited, Marketplace Niche
- TypePad is Resurrecting Anew from an Incredible Beta
- Lots of Images That Tell a Semiotic Story
- Unique Six Apart Support and Promotional Relationship
- Extended TypePad Free Trial

SCHEDULE

TypePad for Professional and Personal Blogging will take 8-12 weeks to write. TypePad is currently in private beta - the author is part of the beta - and new, enhanced, features of an all-new TypePad are on their way. It is important for *TypePad for Professional and Personal Blogging* to reflect the newest version of the software so the screenshots match what the reader sees, so the details of the writing schedule will have to be worked with Six Apart as the beta process continues. If you would like to see a piece of the new features, point your web browser here:

<http://www.typepad.com/go/design-assistant/>

On that site you may play around with the new “TypePad Design Assistant” to see how easy it is now to create a keen look and feel for your TypePad blog. You do not need to have a TypePad account to play around with the design assistant.

AUTHOR

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. Sweeney) 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. Sweeney) 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:

WordPunk - <http://www.wordpunk.com> -- TypePad

Urban Semiotic - <http://urbansemiotic.com> -- WordPress.com

Boles U. Blog - <http://blog.bolesuniversity.com> -- Blogger

Celebrity Semiotic - <http://celebritysemiotic.com> -- Live Spaces

His full narrative biography is here: <http://bolesbooks.com/boles.html>

David's C.V. is downloadable in PDF form: <http://boles.com/cv/Boles-CV.pdf>

Click on a logo at <http://bolesuniversity.com> to discover all of his sites.

Rough Table of Contents for:

TypePad for Professional and Personal Blogging

by David W. Boles

PART I: Setup and Content (150 pages)

Why Blog?

- Cost Saving
- Conversation
- Temperature Taking

Service Levels

Adding Authors

- Managing More than one Blog
- Files Management

Domain Names

- TypePad URL
- Using CNAME

Designing

- Themes
- Layouts
- Content Selection
- Ordering Content
- Custom CSS

Creating Content

- Pages
- Posts
- Trackbacks
- Podcasts

Preferences

- Front Page
- Post Listings
- Post Displays
- New Post and Page Defaults

Profile

- Author
- Mobile Settings
- About Page

iPhone and iPod Touch

- Account Management
- Writing Articles
- Managing Posts
- Approving Trackbacks
- Adding Home Screen Shortcuts

PART II: Promotion and Commerce (75 pages)

Publicity

- Feedburner RSS
- SEO, Meta Keywords and Descriptions
- Advertising
- Facebook Integration
- Pinging Update Services
- Google Sitemap Auto-Generation

Tip Jar!

- Setting Up
- Page Placement

Advertising

- BriteAds
- Google
- Yahoo!

Stats

- Measuring Traffic
- Post responses
- Export to Excel
- Third Party Plugins

TypePad Lists

- JavaScript
- Dynamic Content
- Going Live
- Google Analytics
- Blogroll
- Search Engines

Feedback

- Managing
- Email
- Keeping Control

Navigation

- Pages
- Archives
- Personalization

Widgets

- PayPal
- Amazon
- Last.fm
- Games
- Polls
- Activity Monitors
- eBay

Twitter Streams

- Banned Content

PART III: Management and Defense (75 pages)

- Photo Albums
 - Creation
 - Sharing
 - Storage
 - Import from Flickr

- TypePad
 - Front Page
 - Connecting with Six Apart
 - Feeds Re-burning

- Editing, Deleting, Filtering
 - Published Posts
 - Published Pages
 - Published Comments
 - Trackbacks

- Registration
 - TypeKey
 - Open ID
 - Anonymous Posting

- Importing
 - WordPress
 - Blogger
 - MovableType

- Exporting
 - Posts
 - Pages
 - Authors
 - Backup Schemes

- Spam
 - Blocking
 - Unblocking
 - Closing Comments

- Getting Help
 - Search Knowledge Base
 - Opening a Ticket
 - Getting Live Help
 - Going Private
 - Restricted Access
 - Entire Site Password Protection

- Wrapping Up
 - Future Content
 - Looking Back to History