

Blogging Your Art

Getting Your Work On The Internet

By Kelley C. MacDonald

Like a website, a **Blog** (web-log) is a way of sharing your work and ideas with the entire world. It's easy and free. There are many 'hosts' for free blogs, but www.Blogger.com is probably the easiest. It's

- Run by Google (so you need an account – also free)
- Convenient – you can update it yourself as often as you want
- Flexible - you can change the appearance quickly & easily

Unlike a Website, which is a sort of static thing, blogs are part of an active community – the art community in the blogosphere is constantly 'grazing' for new and interesting artists.

Started by Duane Keiser in 2004, <http://duanekeiser.blogspot.com/> the Painting A Day (PAD) movement has helped thousands of artists both improve their work and sell their pieces. Other successful artist include (but are certainly not limited to): Carol Marine <http://www.carolmarine.blogspot.com/> and Karin Jurick <http://karinjurick.blogspot.com/> . These 3 artists have successfully brought their art to the national if not the world audience through blogging.

Setting up your blog

Go to Blogger.com

Choose a name for your blog, and a short description

Follow directions to choose a template and upload your first 'post'

How do you get people to visit your blog???

1. Visit other artist's blogs and make pertinent comments
2. Include your blog name on your email as a 'signature'
3. Put your blog address on your cards, brochures, etc.
4. Join the Google Group for Daily Painters or other artist groups, such as WetCanvas.com, etc, and post there.
5. Have a presence on Ebay

To be successful

1. Stay committed
2. Stay in touch

contact me with questions at kcareymac@hotmail.com

Examples of blogs to look at and get ideas from

Mine (and feel free to contact me with questions at kcareymac@hotmail.com)
<http://www.kelleymacdonalddailypaint.blogspot.com/>

Mary Sheehan Winn (the person who introduced me to blogging my art)
<http://marysheehanwinn.blogspot.com/>

Frank Gardner (a RISD grad who has moved to Mexico and maintains contact via his blog) <http://frankgardner.blogspot.com/>

Laurel Daniel, a plein air painter and teacher
<http://laureldaniel.blogspot.com/>

Aaron Lifferth (I just love his work)
<http://aaronlifferth.blogspot.com/>

Carol Marine
<http://www.carolmarine.blogspot.com/>

Karin Jurick
<http://karinjurick.blogspot.com/>

Jeff Hayes
<http://www.jeffhayesfinearts.blogspot.com/>

Debbie Miller
<http://debbiemillerpainting.blogspot.com/>

Shawn Kenney
<http://www.shawnkenney.com/blog/>

Kendra Ferreria
<http://kjfdesign.blogspot.com/>

Kathy Weber
<http://weberstudio.blogspot.com/>

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