

# 10 Things I Wish I'd Known About Blogging When I Started

**Your Host:** Darren Rowse

**web:** ProBlogger.net

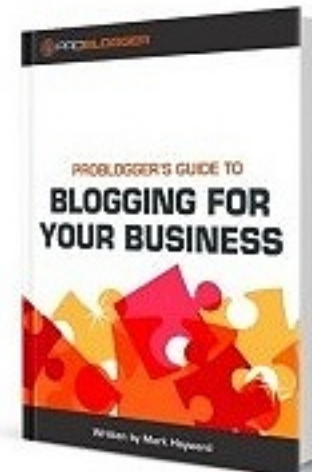
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# My Story

# HEMA *Upside down* World Map



## LEGEND

• Capital • City, Town  
Traditional World Maps are drawn from the perspective of the first European explorers and cartographers - with the Northern Hemisphere at the top.  
We think it's time to break with tradition and show the world from the perspective of all those people living in the Southern Hemisphere.  
After all, there is no ancient geographical feature saying "This way up".  
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Abbreviations:  
B. HERZ. BOSNIA AND HERZEGOVINA  
L.E. LIECHTENSTEIN  
LUX. LUXEMBOURG  
MAC. MACEDONIA  
MONT. MONTENEGRO  
RUS. FED. RUSSIAN FEDERATION













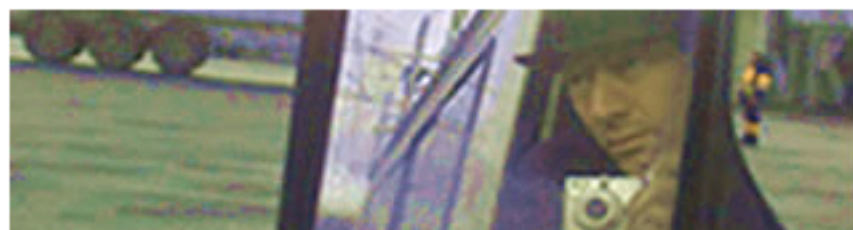












## My Photo

[About Me](#)

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## READING



Richard Tiplady: *Postmission: World Mission by a Postmodern Generation*  
Good quick read. (\*\*\*)



Noah Wardrip-Fruin: *The New Media Reader*

Brilliant, comprehensive, but no mention of blogging. (\*\*\*\*)

Robert Wunthnow: *All In Sync*

Robert Wunthnow: *All In Sync*  
Worth buying for the research on church and worship. (\*\*\*)

## LISTENING TO

Kenny Mitchell: *Brooklyn and Beyond*



Various Artists: *The Gospel According to Austin Vol 2*

## SITES I VISIT DAILY

[Apple.com](#)

[MacCentral](#)

[MacRumors](#)

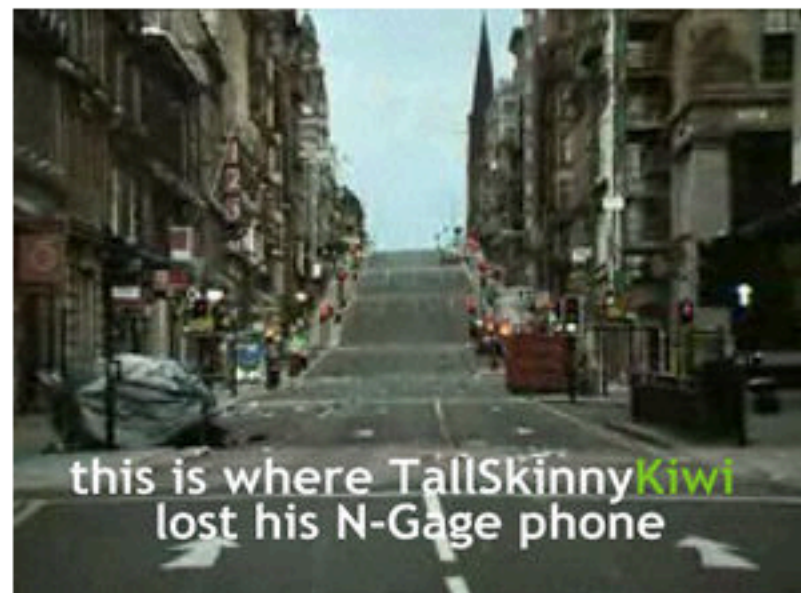
## RECENT ARTICLES

[Gospel Brunch](#)

Why Americans adore it and churches

November 03, 2003

## If Church was a Party



Not really - I didn't lose my phone- I just wanted to play with the add for this cool phone/gaming machine (Nokia N-Gage). But it is true that I am also giving some thought to the idea that it is funner to have a play machine that is useful than having a functional machine that plays games.

Related is the same mindset about church:  
It might be better to have a party that is redemptive than having a boring service that has moments of drama/fun. More on this later. Its really important. Many of my friends start with a "service" that is, in its kernel, BORING and then try to add the fun element. But house church people start with a party in the living room - that is indeed fun and relational, and make the party work, make it useful, add purpose and direction to the party.  
If church is a party . . . well, as i said, more later . . .

09:19 AM in [Church](#) | [Permalink](#) | [Comments \(1\)](#) | [TrackBack \(0\)](#)

## Today - Nancey Murphy in town

There is a seminar today with Nancey Murphy (Theologian/philosopher) at a local Seminary so I will make an

## RECENT POSTS

[If Church was a Party](#)  
[Today - Nancey Murphy in town](#)  
[#3 Blogger Forum Ranking](#)  
[Polish friends for dinner](#)  
[Who doesn't believe in God?](#)  
[Happy Birthday to my brother Lewis](#)  
[Chillin' in cold Old Town Prague.](#)  
[Mo' Advice on Halloween](#)  
[A Very Google Halloween](#)  
[Mike Yaconelli goes to heaven](#)

## RECENT COMMENTS

Liz on [If Church was a Party](#)  
JJ on [#3 Blogger Forum Ranking](#)  
Andrew (who should be in bed) on [#3 Blogger Forum Ranking](#)  
+ Alan on [#3 Blogger Forum Ranking](#)  
Jordan Cooper on [#3 Blogger Forum Ranking](#)  
Owen on [#3 Blogger Forum Ranking](#)  
Owen on [The Skinny on Type Pad](#)  
Mike on [Mike Yaconelli goes to heaven](#)  
Darren Rowse on [The Skinny on Type Pad](#)  
Andrew Careaga on [Mike Yaconelli goes to heaven](#)

## NOVEMBER 2003

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

## CATEGORIES

[Blogging](#)  
[Books](#)  
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[Friends](#)  
[New Media](#)



VOICE





COMMUNITY

# My 'Credentials'

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# My 'Credentials'

- 20 jobs in 10 years



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- 20 jobs in 10 years
- None of them in social media/web

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- None of them in social media/web
- Bachelor of.... Theology
- Half a Bachelor of Marketing
- C grade average in English
- Incapable of making text BOLD for 3 months into my first blog

## LivingRoom >> A space for Life

THE STORY OF 'LIVING ROOM' AN EMERGING MELBOURNE CHURCH & OTHER RANTS



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February 27, 2003

### When the Church is Silent



I have been thinking a lot today about the topics that we as church choose talk about and what we seem to avoid.

**It strikes me that the church at times talks a lot about issues of personal morality.** Sexuality for instance is an issue that most Churches have no problem in preaching about, confronting individuals (and the world) on and defining what is right and wrong in.

**However there seem to be a number of other issues that often get left out.** Consumerism, Individualism, Elitism and Materialism (to name a few) are issues that in my reading of the gospel that Jesus had things to say about. They are also things that permeate our culture in the West yet which we tend to sweep under the carpet.

**Just last week I heard of a church attendee who was asked not to come back to their church of 9 years because their struggle with their homosexuality had become public.** The leadership of this church was quick to act on this issue - in their eyes it was a clear cut call and they felt compelled to confront. I've heard similar such tales on numerous occasions in the past few years.

**However I'm yet to hear of a church where the leadership confronted an individual member on the way they spend their money. I'm yet to hear a tale where someone was asked to leave a church because in their job they made decisions which exploited or oppressed the poor. I've never heard of a church sitting down a member out of a concern for their workaholic tendencies.**

Why do some parts of our life seem to be impacted by faith while others are kept separate? Why are some 'compartments' of ones life open to the church's scrutiny and comment while others are largely ignored?

Have your say? >> [Comments \(0\)](#) | [POSTED BY DARREN](#) | 10:59 PM

### Join my Prayer List

#### search

Search blog:

Search

#### links

Entries that got a little attention

[Sundays - a Better Way?](#)

[Who's In?](#)

[Last Sunday afternoon I visited the local Mosque](#)

["Christian" Paintball Park](#)

[Bizarro Evangelism](#)

Daily Reads

[A Cup of Rich](#)

[A Kingdom Space](#)

[Alan Creech](#)

[Bene Diction Blogs On](#)

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[Blogs4God](#)

[Boynton](#)

[Emergent Downunder](#)

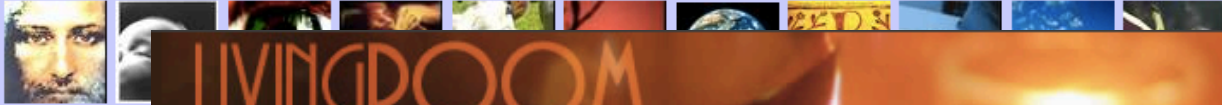
[Fat Blue Man](#)

[Eden's Garden](#)



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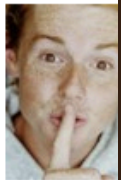
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February 27, 2004

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However I'm s  
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exploited or  
workaholic te

Why do some pe  
the church's scr

Have your say? >

### HOME

Welcome to LivingRoom! Pull up a bean bag, grab a coffee and chat with us for a while about Emerging Church, Blogging, Faith and other General Silliness from South of the Equator.

### ABOUT

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### HOT TOPICS

[Blog Tips](#)  
[Blogging for Dollars](#)  
[What to do with New Christians?](#)  
[Do you know how to make tents?](#)  
[Hillsong Examined](#)  
[Lord of the Rings and Religion](#)  
[How to find Readers for your Blog](#)  
[Holy Huddle Blogging](#)  
[Underblog Awards - 03](#)

## World Championship Penguin Hitting

12 February, 2004 2:30 PM

[Lets Rumble](#)

What's your highest score?

[Comments \(11\)](#) | [Email this to a friend](#) | [Category: Linkage](#)

## THAT Australia!

12 February, 2004 12:48 PM



I thought I should submit an entry to Blogger Idol eventually....

Here are some excerpts from an email conversation that I had this week with a first time reader of this blog.

**Reader** - *'Dear Darren, I've just spent the last hour reading through your site, I found it very stimulating but I am wondering about something. Can you tell me which candidate you will be endorsing at the upcoming election?'*

**Darren**- *'Thanks for stopping by my site and reading some of my stuff. Its always great to welcome a new reader. In regards to your question - which upcoming election were you referring to?'*

**Reader** - *'Is there more than one election? I mean the Presidential election.'*

**Darren** - *'You may not have noticed as you read my site but I tend to steer clear of American politics - I don't know much about it - I'm actually from Australia'*

**Reader** - *'Oh Australia - I've heard it is great there. It would be quite different to Oklahoma though. Do you all dress like Steve Irwin? What is the political climate there? Who do you think the Democrats will endorse in the primaries there?'*



# LIVINGROOM

## VISUALLY SPEAKING

Digital Photography News, Camera Reviews and Photolog

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bag, grab a coffee  
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September 25, 2003

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### FES - MOROCCO



We spent a couple of hours exploring the Souk (a huge market) in Fes. It was like walking through a door into another time ; donkeys have the right of way as they are the only way of transport (watch out for them...and for where you step). All through the Souk are shops selling everything from fish and meat through to spices, ceramics and woven materials.

In the very centre of the Souk is a beautiful Mosque where everyone descends rhythmically throughout the day. The streets outside the Souk are where the blind or sitting with children pleading for a few cents.



Strangely enough I came out of the Souk feeling similar to what I felt when I just seen Matrix. Weird I know - but after two hours of intense walking, I was numb yet also completely exhilarated after catching a glimpse of the city I've been living in to that point.

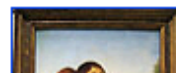
Fes was a definite highlight of the trip.

Photos taken August 2003 - [Camera: Canon A70](#)

Posted by Darren at [02:03 PM](#) | [Comments \(0\)](#) | [TrackBack](#)

September 24, 2003

### MADRID - MUSEO NACIONAL DEL PRADO





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September 25

### FES - MORO



Digital Camera News,  
Reviews and Tips

SEE THE LATEST RELEASE  
DIGITAL CAMERAS

In the very co  
whom are bli

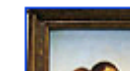


Photos taken

Posted by Darren

September 24

### MADRID - M



### NEWS

LATEST DIGITAL PHOTOGRAPHY  
DEVELOPMENTS

[Digital Camera Reviews](#)

### TIPS

TUTORIALS FOR CREATING  
BEAUTIFUL DIGITAL PHOTOS

The **Digital Photography Blog**: Digital Cameras, Reviews, News, Tips and Tutorials

### Digital Camera Reviews By manufacturer:

[Canon](#) | [Casio](#) | [Fuji](#) | [HP](#) | [Kodak](#) | [Minolta](#) | [Nikon](#) | [Olympus](#) | [Panasonic](#) | [Pentax](#) | [Samsung](#) | [Sony](#) | [Misc.](#)

FEBRUARY 04, 2005

### A new breed of cameras

CNET has an interesting article on the latest developments in digital camera chips.

'Digital photography could become one of the next big opportunities for the chip industry, at least according to companies that want to bring PC-style economics to the camera industry. Their goal: Become the Intel, or at least the Advanced Micro Devices, of photography.'

'We're fighting the processor wars all over again,' said Gary Baum, senior vice president of NuCore Technology, which makes the CleanCapture image processors for video and still cameras from JVC, Kyocera and others. 'Remember the mid-'80s? PCs cost \$5,000, and everybody made their own chipsets. Then the price wars hit.'

The push into photography derives in part from its booming growth. Shipments of digital still cameras grew from 46.4 million in 2003 to 62 million in 2004--a 33.6 percent increase, according to industry researcher iSuppli. And phone makers will include multi-megapixel cameras and video features in the bulk of their models over the next two years.'

Read more at [A new breed of cameras](#)

[Link](#) | [Comments \(0\)](#) | [Email to a friend](#) | [More from News](#) »

FEBRUARY 04, 2005

### Konica Minolta DiIMAGE A200 Review - PhotographyBLOG



PhotographyBLOG reviews the [Konica Minolta DiIMAGE A200](#) and writes - 'The Konica Minolta DiIMAGE A200 is a good camera at a great price. £450 for a digicam with this much functionality and cutting edge technology is amazing value. The wealth of configurable options on offer, the anti-shake feature, that great mechanical zoom ring, full aperture and shutter speed modes, a great twistable LCD screen and even a supplied wireless remote all add up to make the Konica Minolta DiIMAGE A200 an attractive proposition. Not forgetting the 8 megapixel sensor that delivers great image quality, with hardly any sign of the purple-fringing problems that plagued early 8 megapixel models.'

Read more about the Konica Minolta DiIMAGE A200

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### Blog Ads

Cable clutter is annoying,  
messy and hazardous. The  
solution?

The Cable-Safe.com CABLE  
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The CABLE MANAGER lifts  
ALL cable clutter off the floor.  
Your floor stays clear, safe



Monetize your website.

Text **Link** Ads

FIND OUT MORE &gt;

## Featured Post

[200 Comments](#)

### Optimize a Single Post On Your Blog for SEO

This is an unofficial extra task for the 31 Days to Build a Better Blog Workbook.

Today I spent the morning working on a task that I try to do at least once a month – SEO on individual key posts in my archives.

While it's important to know and practice the basics principles of SEO in the way you set up your blogs structure ...

## Recently at the Blog

### How to Blog – a Submit Your Blog Tips Videos

05 APR 2010 / [10 Comments](#)

Today I want to start a little group project to help us identify some cool blog tips. It involves readers recording their best blog tips on video and sharing them with our wider community.

Record a short video (under ...

[Click Here to Continue Reading](#)

### Life Unexpected – It Ain't Just a Hit TV Show!

04 APR 2010 / [25 Comments](#)

A guest post by Cori Padgett from [Big Girl Branding](#).

Being self-employed, whether you're a [Ghostwriter](#) like me, a [ProBlogger](#) like Darren, or a [Funny Entrepreneur](#) hating on cockroaches, things ...

[Click Here to Continue Reading](#)

## Weekly Video Post

### 11 Ways to Add to the Conversation of the Blogosphere and Stand Out from the Crowd

02 APR 2010 / [61 Comments](#)

288

tweets

retweet

#### How to Add to Conversation in t...



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# DIGITAL PHOTOGRAPHY SCHOOL

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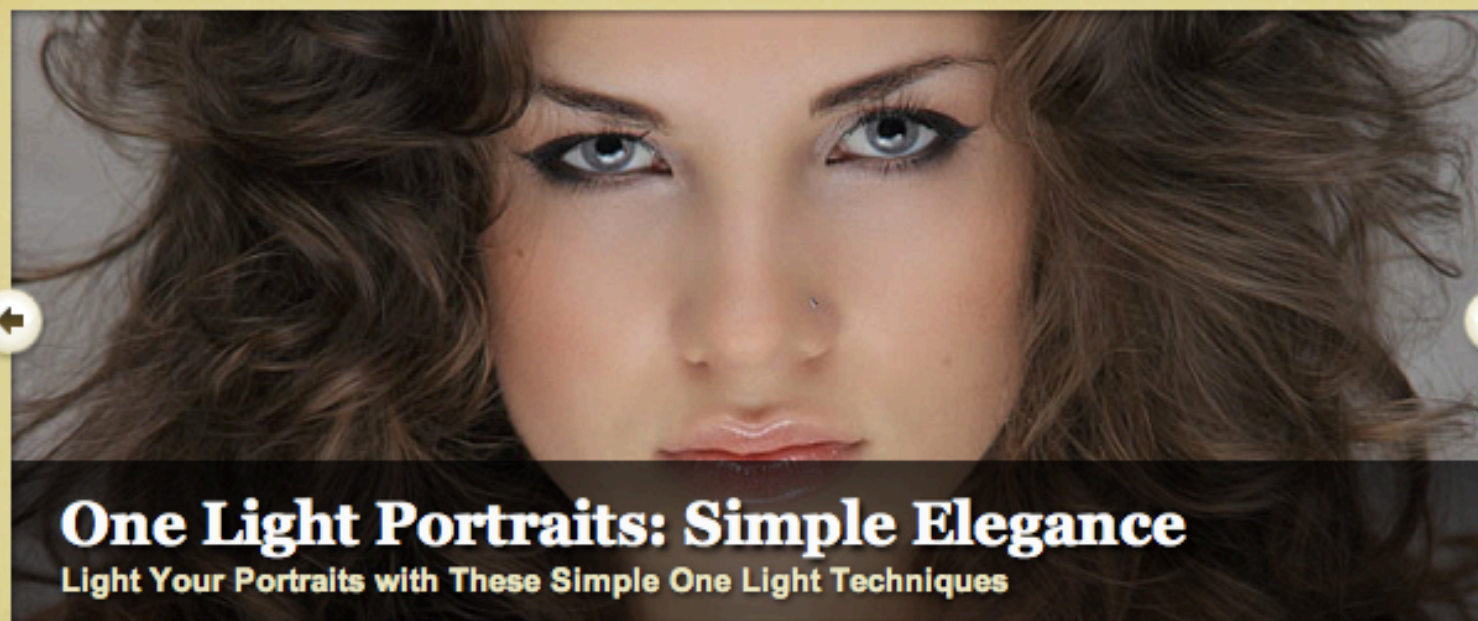
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**Welcome to Digital Photography School!** Discover how to use your digital camera with our Digital Photography Tips. We are a community of photographers of all experience levels who come together to learn, share and grow in our understanding of photography.

SEARCH



## One Light Portraits: Simple Elegance

Light Your Portraits with These Simple One Light Techniques



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## PHOTOGRAPHY TIPS & TUTORIAL

RECENT

POPULAR

FEATURED

- [StickyAlbums Mobile Portfolios \[REVIEW\]](#)
- [Was That Photoshopped? It Doesn't Matter!](#)
- [Food: Weekly Photography Challenge](#)
- [5 Big Tips to add Impact and Variety to your Wildlife Images](#)
- [Make Your Last Shot Your Best Shot](#)
- [Capturing the Northern Lights in Timelapse Video](#)

## CAMERAS & EQUIPMENT

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- [Leash and Cuff by Peak Design](#)
- [Panasonic Lumix FZ60 Review](#)
- [The 15 Most Popular DSLRS Among Our Readers](#)
- [Fujifilm XE-1 Review](#)
- [How to Shoot and Create a Composite Image for a Product Advertisement](#)
- [Canon Powershot SX50 HS Review](#)

## POST PRODUCTION

RECENT

POPULAR

FEATURED

- [An Introduction to Lightroom Smart Collections](#)
- [StickyAlbums Mobile Portfolios \[REVIEW\]](#)
- [Using Image Watermarks In Lightroom](#)
- [Take Control Sharpening in Photoshop](#)
- [Correcting Perspective in Photoshop and Photoshop Elements](#)
- [5 Tips for a Faster Lightroom Workflow](#)

# 10 Years Later...



# 10 Years Later...

- 5 million+ visitors a month

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- 5 million+ visitors a month
- 20 million page views a month

# 10 Years Later...

- 5 million+ visitors a month
- 20 million page views a month
- 350,000+ Social Network Connections

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- Forums – 230,000 members
- 15 eBooks
- ProBlogger Courses and Events





# Advanced Blogging Tips



# Advanced?

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- Blogging isn't really rocket science

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- Blogging isn't really rocket science
- Successful bloggers are active - take initiative, experiment



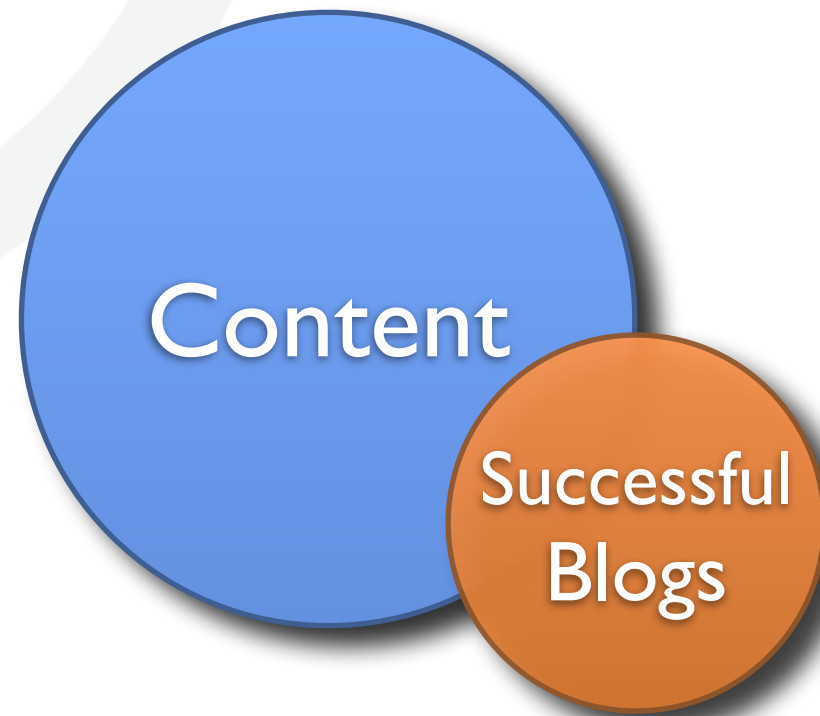
# Advanced?

- Blogging isn't really rocket science
- Successful bloggers are active - take initiative, experiment
- Successful Blogging is usually the result of consistent small actions over time

# In General...

Successful  
Blogs

# In General...



# In General...





# In General...



# 10 Things I Wish I Could Tell My 30 Year Old Self about Blogging





I. If you want it  
to be a  
**Business...**

Treat it as One





2. WHO you  
want to Read Your Blog



# Knowing WHO you want to read your blog informs:

- Content Strategy
- Promotional Strategy
- Community Strategy
- Monetization Strategy

# Create Reader Profiles

also known as 'Personas' or 'Avatars'

### **Grace - Mom-a-raz-zo**

Grace describes herself as a Mom-a-raz-zo photographer because 90% of her photos are of her young children. She's 34 years old and lives in London.

She is in the market for an entry level DSLR and lens to help her capture her kids growing up. She studied photography in high school so has a basic understanding of how to use a camera but until now has been using an entry level point and shoot camera.



Grace reads DPS for two reasons - firstly to help make a decision about which camera to buy. She's a little nervous about making the choice and is looking for the advice of others. She's also looking to connect with other Mom-a-raz-zo photographers and to learn how to improve her portrait photography.

Grace is a photography book addict - she subscribes to a photography magazine and has an expanding collection of portrait related photography books.

Grace dreams about one day making a little money from her photography - perhaps using what she learns in photographing her own children to photograph other families. Her biggest obstacles in achieving this are a lack of confidence (she worries a lot about what others think about her work) and the equipment (which she is saving for).

Grace is on Facebook, is a heavy user of email and has a Flickr account.

## Reader Profile #1

# Reader Profiles

- Demographics
- Needs/Challenges
- How they Use the Web
- Motivations for Reading
- Experience Level
- Dreams
- Financial Situation



# Reader Profiles are Useful for:

- Writers
- Customer Support
- Community Manager
- Advertisers
- Production Team

# Reader Surveys

## 1. What Do You Want to Learn about Photography in the Next 6 Months?

At Digital Photography School we are currently planning out the topics and themes that we'll be exploring in both blog tutorials and future dPS eBooks and resources.

We want to base what we produce upon your needs as a photographer and would love to hear your thoughts on what you'd like to learn in the coming months.

Please complete this short 5 question survey to help us improve dPS.

Darren

### \* 1. Which Describes You Best

- ☐ I don't yet have a digital camera
- ☐ I have a new digital camera and am still learning the basics of how to use it
- ☐ I've had a digital camera for a while now and feel confident with the basics but want to get a little more advanced
- ☐ I'm confident that I'm using my camera to its potential

### \* 2. I would like to see tutorials on the dPS blog on the following topics (choose all that apply):

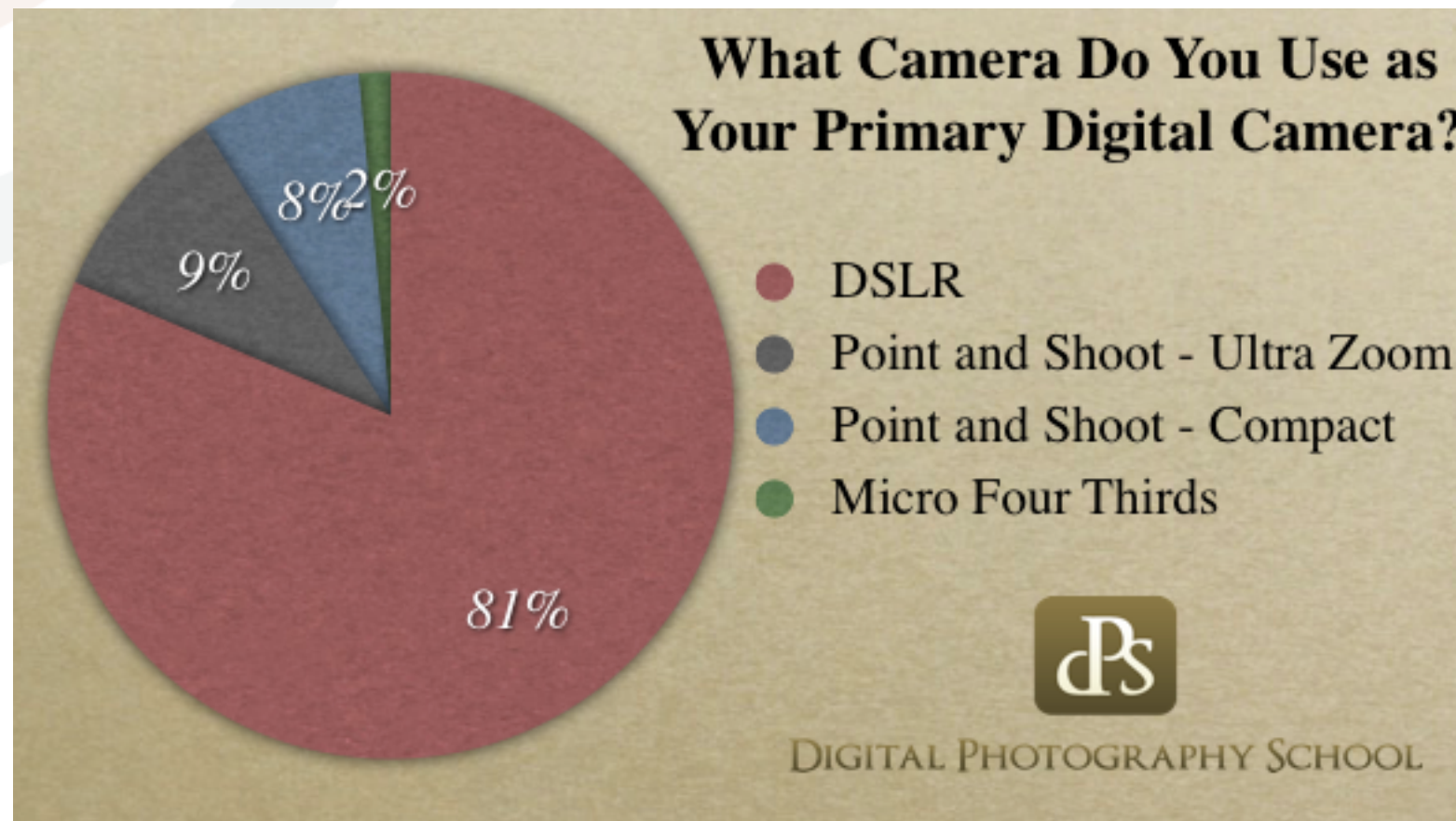
- ☐ Camera and Gear Reviews
- ☐ Wildlife Photography
- ☐ Food Photography
- ☐ Composition
- ☐ Macro Photography
- ☐ Live Music Photography
- ☐ Sports Photography
- ☐ Making Money with Photography
- ☐ Post Production Techniques
- ☐ Travel Photography
- ☐ Landscape Photography
- ☐ Portrait Photography
- ☐ Architectural Photography
- ☐ Lighting Technique
- ☐ Wedding Photography
- ☐ How to Buy a Camera (and Gear)

# Reader Surveys

5. Apart from those listed above - what topics would you like to see covered more on dPS? Feel free to be as specific as you like (eg: anything from a general topic like 'underwater photography' to more specific ones on particular topics or techniques like 'Slow Sync Flash' or 'How to sharpen images in Photoshop CS4'). [Download](#)

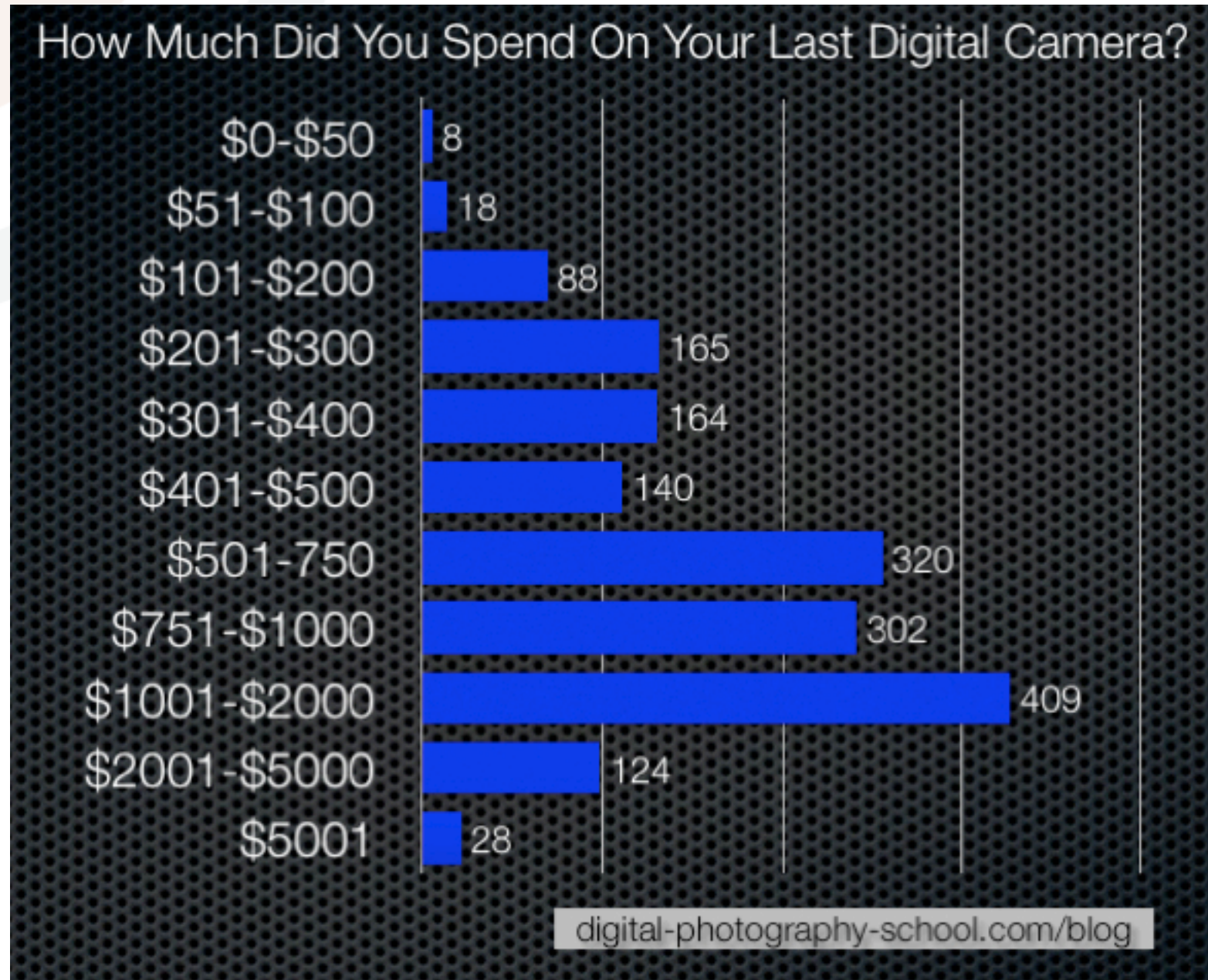
	Response Count
<a href="#">Show Responses</a>	14,731
answered question	14,731
skipped question	20,216

# Reader Polls



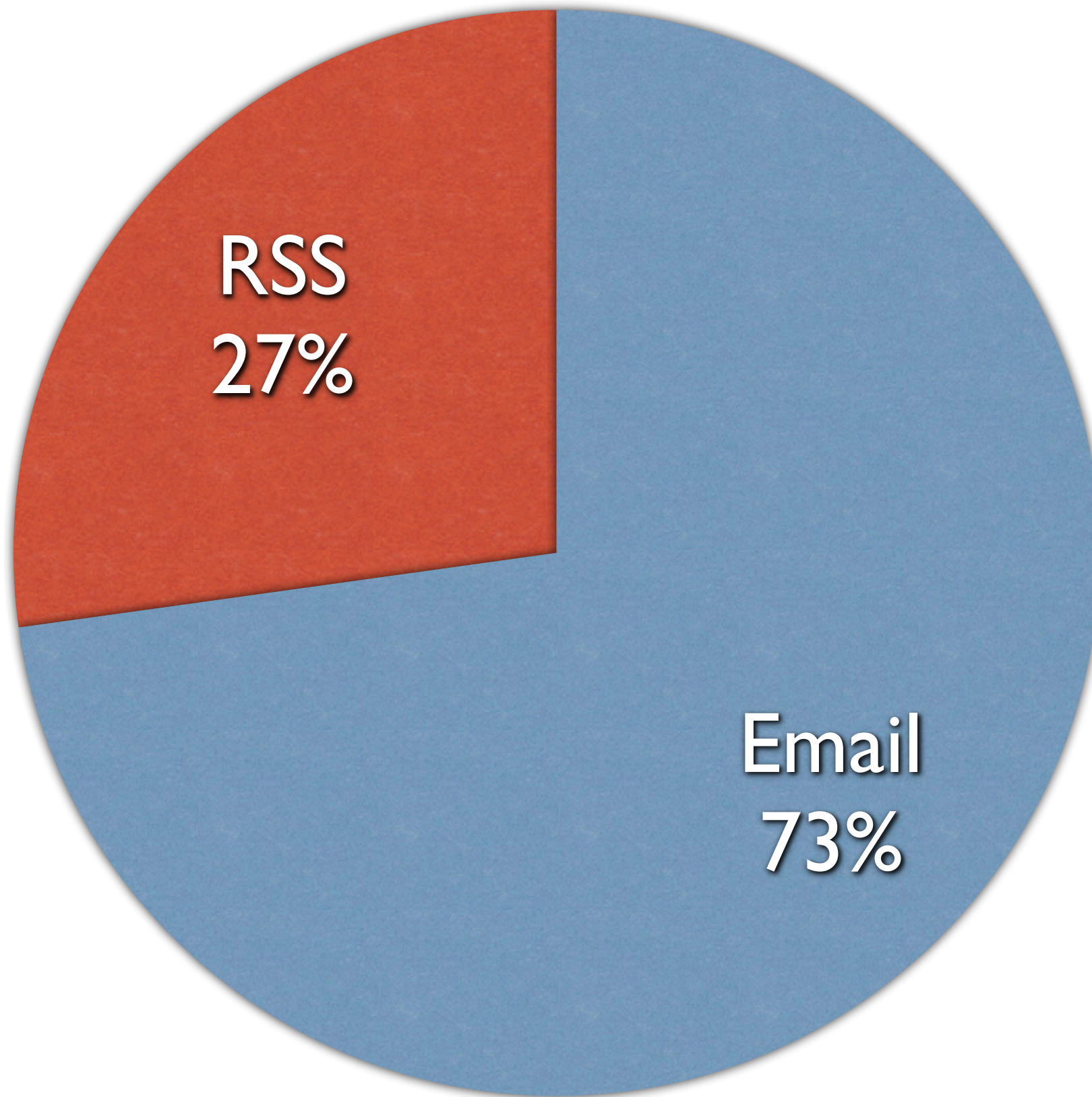


# Reader Polls



# 3. The Power of Email



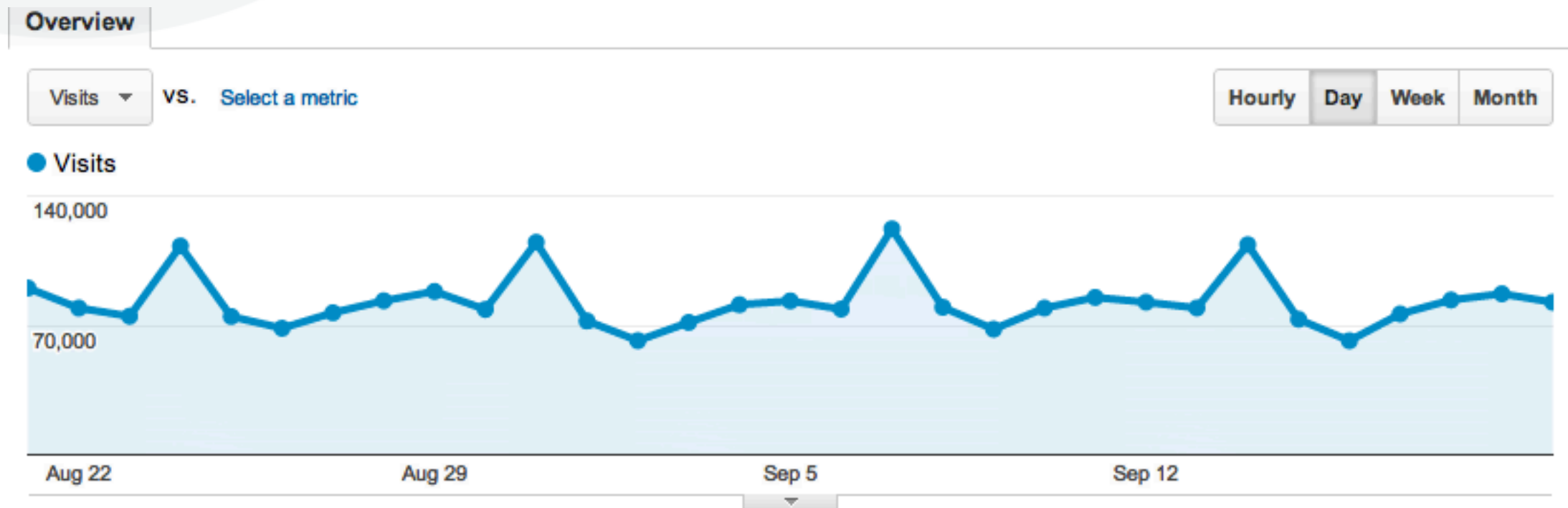


# Why I Use Email

- It Drives Traffic
- It Drives Profit
- It Builds Community
- It Builds the Brand

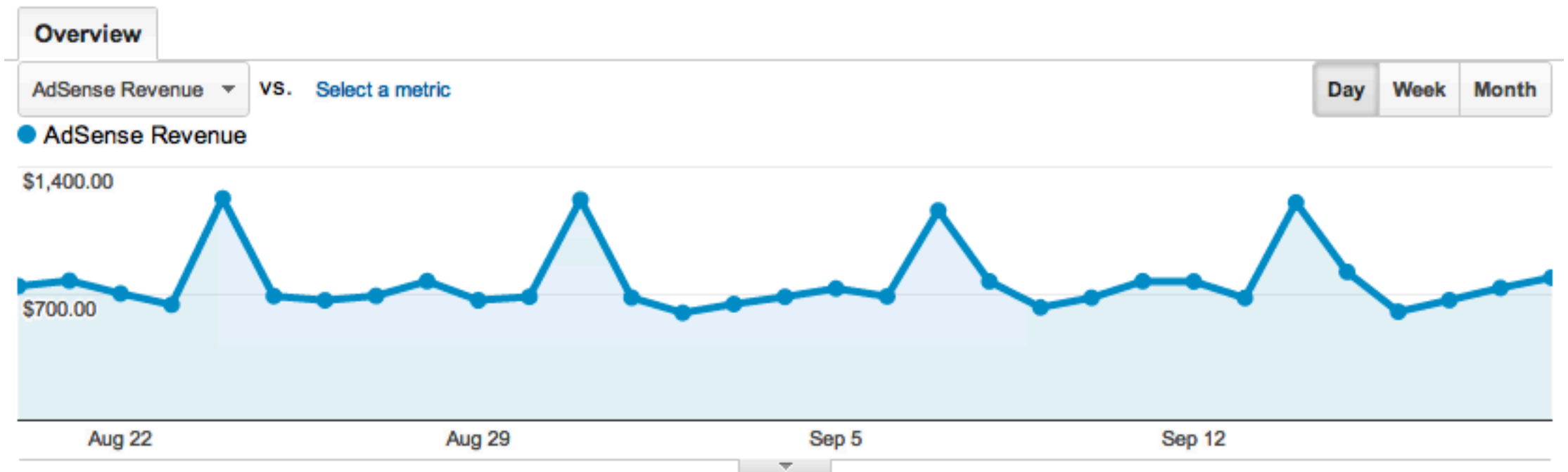


# Email drives traffic



# Email drives Profit

## Ad Network Revenue



# Email drives Profit

## Email Based Ad Sales

**dPS DIGITAL PHOTOGRAPHY SCHOOL**

Tutorials Gear Post Production eBooks Forum

SUBSCRIBER OPTIONS

Issue #231 - Welcome to another weekly update from dPS.

- **Assignment:** [Abandoned](#) [Next Week: Menu]
- **Weekly Challenge:** [ZOOM](#) [Participate and Win a Tamron Lens]
- **Win an iPhone 5:** [Order a copy of our eBook and go in the draw to win a new iPhone](#)

**Message from our Sponsor:** Become a Better Photographer with at-home training from the pros at New York Institute of Photography. Get your [Free Course Catalog](#) Today!

**PHOTOGRAPHY TIPS & TUTORIALS**

- [How to Take Creative Couples Portraits](#)
- [How to Photograph Buildings](#) [Composition Tips]
- [How to Get out of Auto Mode](#) [Great New Resource]
- [Why You Should Rent a Studio](#)
- [The Importance of People in Your Travel Photos](#)
- [Simple Fill Flash Tips](#)
- [The Story Behind This Panoramic City Skyline](#)
- [Getting the Most out of a Non Photography Tour](#)

[SEE MORE ARTICLES](#)

**New York Institute of Photography**

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**CLICK HERE**

**FOR YOUR FREE COURSE CATALOG**

[WWW.NYIP.COM](http://WWW.NYIP.COM)

**GEAR & Reviews**

**RX1**

**PROBLOGGER**

# Email drives Profit

## Affiliate Promotions

The screenshot displays the Digital Photography School (dPS) website. At the top, the navigation bar includes links for Tutorials, Gear, Post Production, eBooks, and Forum, along with social media icons for RSS, Twitter, and Facebook. The main content area features a weekly update for Issue #231, listing assignments, challenges, and a contest to win an iPhone 5. Below this is a section titled 'PHOTOGRAPHY TIPS & TUTORIALS' with a list of articles. One article, 'How to Get out of Auto Mode [Great New Resource]', is highlighted with a red box. To the right of this list is a photo of a woman in a white dress. Further down is a large promotional banner for the New York Institute of Photography, advertising affordable home-study photography courses and a free course catalog, with a 'CLICK HERE' button and the website URL 'WWW.NYIP.COM'. Below the banner is a section titled 'GEAR & Reviews' with a list of camera reviews. Two reviews, 'New Cameras: Here are the Ones that Caught Our Eye' and 'Nikon D600E [Review]', are highlighted with a red box. To the right of this list is a photo of a Nikon RX1 camera. At the bottom right, there is a 'PROBLOGGER' logo.

**DIGITAL PHOTOGRAPHY SCHOOL**

Tutorials Gear Post Production eBooks Forum

Issue #231 - Welcome to another weekly update from dPS.

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SEE MORE ARTICLES

**New York Institute of Photography**

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**CLICK HERE**

**FOR YOUR FREE COURSE CATALOG**

**WWW.NYIP.COM**

**GEAR & Reviews**

- New Cameras: Here are the Ones that Caught Our Eye
- Nikon D600E [Review]
- Custom SLR Glide Strap, C-Loop and M-Plat Pro [Review]


SEE MORE ARTICLES

**PROBLOGGER**



# Email drives Profit

## Sales of Products and Services

 DIGITAL PHOTOGRAPHY SCHOOL

SUBSCRIBER OPTIONS

Tutorials Gear Post Production Forum

Today at dps headquarters we're excited to announce our brand new eBook - iPhone Photography: How to Shoot, Edit and Share Beautiful Photographs with your iPhone.

If you have an iPhone you're already taking one of the most important steps to getting great photos - you're taking your camera everywhere with you.

But do you get those great shots?

We've partnered with one of the world's leading mobile photographers - Misho Baranovic - and created a guide for iPhone owners to take creative control of their device.

In this eBook you'll learn how to create photos no-one will believe were captured with an iPhone.

As a special launch promotion, you can grab a copy of iPhone Photography right now for 25% off the normal price, for a limited time only.

[Instantly download your own copy of iPhone Photography here.](#)

Inside you'll discover:

- How the iPhone Camera works and how to use it to take great photos
- How to take more control of your iPhone using Camera Replacement Apps (with a rundown of the best ones)
- Advanced shooting techniques with the ProCamera App to gain maximum control over focusing and exposure
- How to find compelling subjects including: with the family, on the street, in nature, while travelling and at night
- How to develop your own editing style
- A rundown of native iPhone editing functions
- An overview of the best editing apps including one touch apps, filter based editing apps and professional editing apps and techniques
- How to add text and graphic elements to your photos
- How to share your images with family and friends through popular photo-sharing apps including Instagram
- How to get your images ready to print

And much much more...

With our brand new iPhone Photography eBook you'll be taking amazing shots with your iPhone in no time.

[Find out more about this eBook and grab your copy here!](#)

All the best,

Darren Rowse



iPhone Photography


How to shoot, edit and share great photographs

PDF EPUB

Includes both formats


# Email drives Profit

## Seasonal Promotions

 **DIGITAL PHOTOGRAPHY SCHOOL**

**The dPS 12 Days of Christmas Sale is Starting Early!**

Today I'm excited to announce the return of dPS's famous 12 Days of Christmas sale. To warm you up for **12 brand new deals across 12 days** we thought we're bring back our most popular deals of last year for you to enjoy one more time...



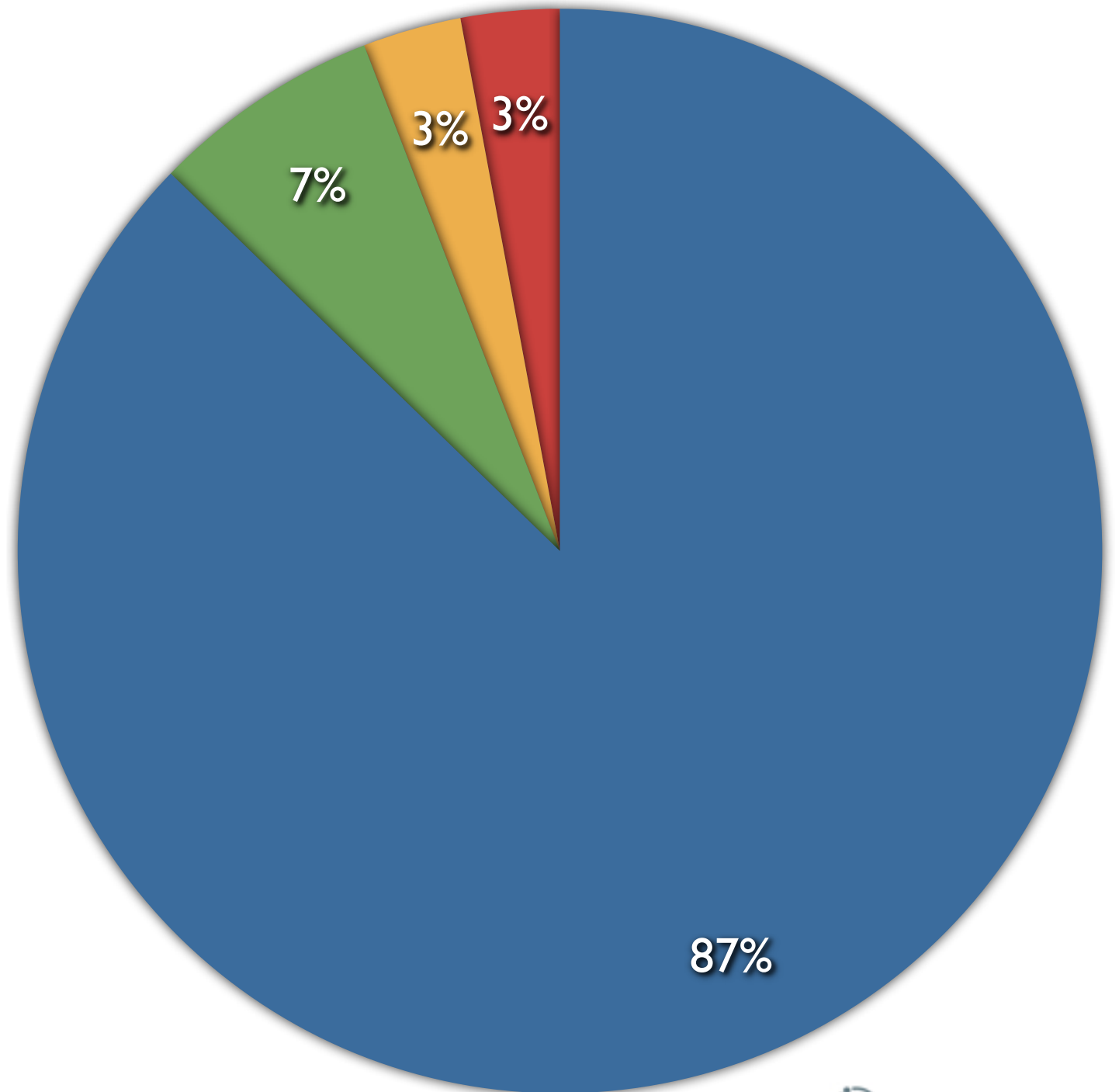
**For the next 9 days you can grab one or all of these 10 special offers:**

- [Deal 1: Save 48% on the Photo Nuts Series.](#)  
The perfect resources for getting control of your camera.
- [Deal 2: Save 52% on 6 Ed Verosky eBooks.](#)  
7 eBooks for just \$29.95. Topics: Portraits, Lighting and Boudoir Photography.
- [Deal 3: Save 40% on ANY Photography Concentrate eBook.](#)  
Choose from any of their super high quality titles
- [Deal 4: Save 10% on two great products from PhotoJoJo.](#)  
A Flash filter kit and retro camera bag
- [Deal 5: Save 55% on Transcending Travel & Captivating Color.](#)  
Perfect if you are travelling these holidays
- [Deal 6: Save 30% on Trey Radcliff's HDR Video Tutorial.](#)  
One of our most popular deals last year and an amazing course
- [Deal 7: Save 20% on all Topaz Labs Post Processing Application.](#)  
Including a further 20% the photoshop bundle
- [Deal 8: Save 30% on the 2012 Craft & Vision Library](#)  
12 eBooks for only \$45 at just \$3.75 per eBook
- [Deal 9: Save 55% on a dPS Portraits Twin Pack.](#)  
Whether you're pointing your camera at others or yourself – this one is a must!
- [Deal 10: Save 50% on the dPS ebook, Going Pro.](#)  
Make 2012 the year your photography starts earning you money rather than costing you!


[You can browse all the deals here.](#)

# Email drives Profit




Where Our eBook  
Sales Come From



# Email Builds Community

 DIGITAL PHOTOGRAPHY SCHOOL

SUBSCRIBER OPTIONS



Tutorials   Gear   Post Production   eBooks   Forum


**Issue #227** - Welcome to another weekly update from dPS!

- **New Deal of the Week:** Save 50% off this Fireworks Photography eBook
- **Assignment:** [Forced Perspective](#) [Next Week: 50mm]
- **Weekly Challenge:** [Green](#)
- **NEW:** [A New Way to Access Great Photography Advice: the dPS Pinterest Account](#)

**Message from our Sponsor:** [The Art of Black and White Photography](#): Want to learn how to create dramatic and compelling black and white images? [Then this is for you!](#)

## PHOTOGRAPHY TIPS & TUTORIALS

- [An Introduction to Timelapse Photography](#)
- [Seen These Most Popular Tutorials Yet? \[View as a Zeen\]](#)
- [Tips on Shooting Ringside: An Intro to Boxing Photography](#)
- [The Ultimate Guide to Zone Focusing for Street Photography](#)
- [Teen Photographer Shares the Story Behind the Shot](#)
- [A Fly on the Wall - 10 Tips for Wedding Beginners](#)
- [6 Reasons Why Photography Matters](#)
- [Discuss: Learning Photography is Easy....](#)



SEE MORE ARTICLES





# Why I Use Email Marketing?

- It Drives Traffic
- It Drives Profit
- It Builds Community
- It Builds the Brand

# 4. The Power of PopUps

Search





she achieves natural, relaxed


NORMAL  
SUBSCRIPTION  
METHOD

Free Weekly Email Newsletter

Your Email:

Submit

Other Subscription Options

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BY FEEDBURNER

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Digital Photography Forum

[Forum Home](#)

[Weekly Assignments](#)

[Critique My Shot Section](#)

[How I Took It](#)

[Digital Photography Technique](#)

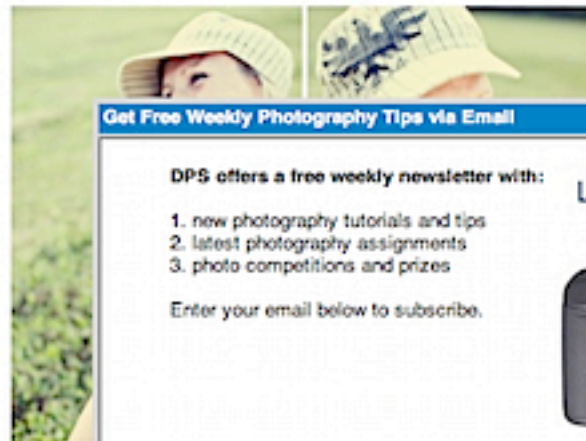
Lexar

Our focus is on YOU.



## How to Photograph Natural Looking Portraits

In this post, Hawaii wedding and portrait photographer, Natalie Norton talks about how she achieves natural, relaxed portraits from her clients.



Here's the scoop. This is how I do it for you, if so, please, do tell in the system, not THE system for creating

I think people work on the presumption that we all love in our photo

This is completely true and completely false at the same time. I've found that subjects who aren't given good, steady, confident direction have a VERY hard time feeling relaxed and therefore looking natural. They end up acting awkward and looking incredibly posed when in reality the exact opposite holds true.

Creating relaxed portraits isn't complicated in any way shape or form, but you do need a system. Here's mine, step by

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### al Photography Forum

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y Assignments

ue My Shot Section

Took It

l Photography Technique

Your Shots

l Cameras and Accessories

### al Photography Tips

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to Photograph....

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roduction Tips and Techniques

Wedding Photography Tips

### Upgrade

Popular Cameras

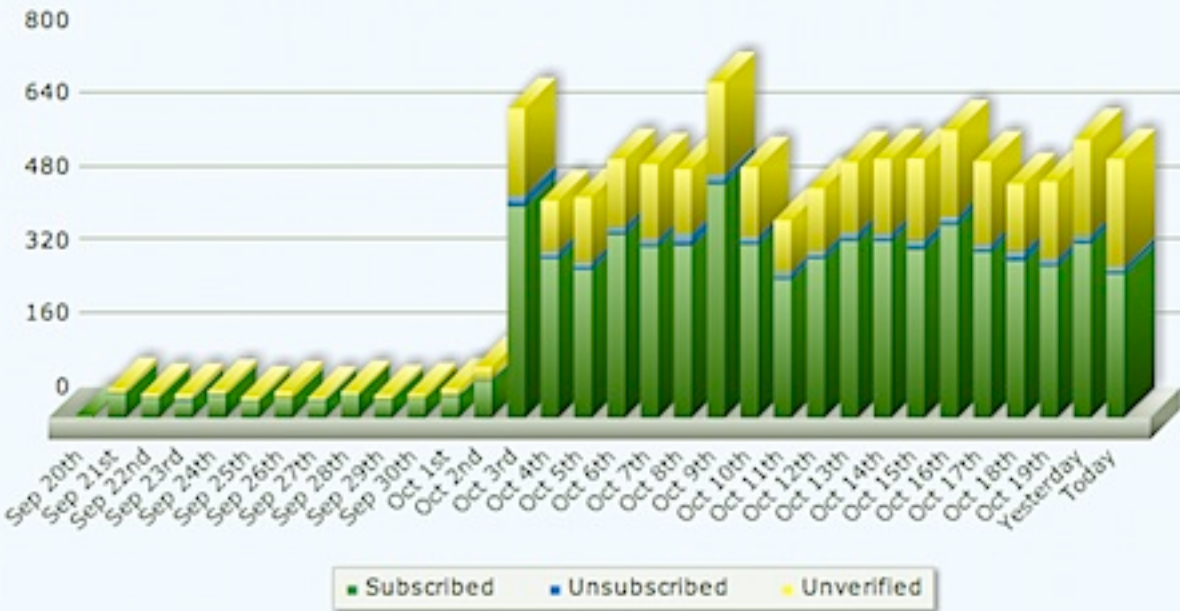


# Daily New Leads - dpschool

Number of new leads over the past 30 days.

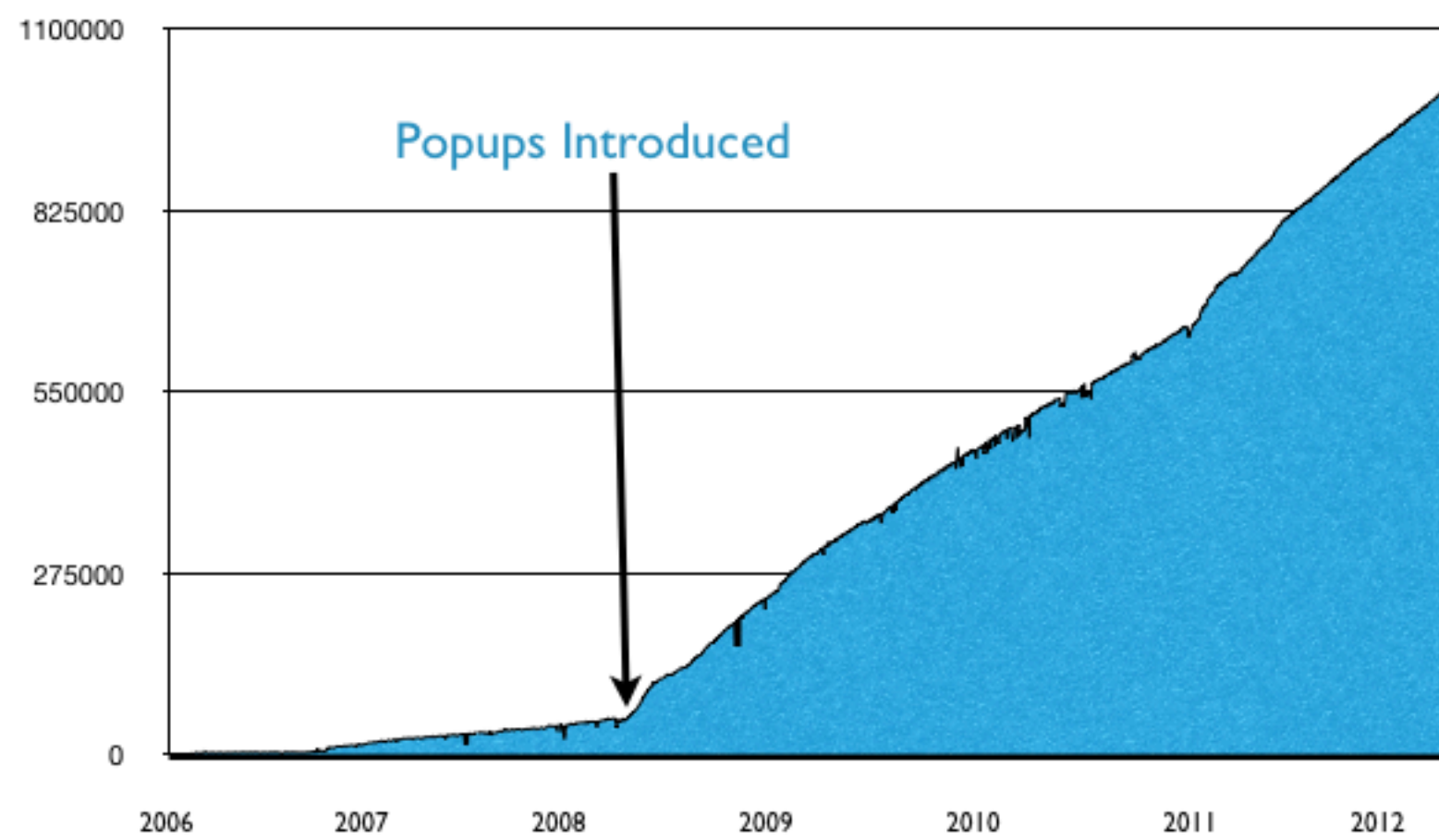
dpschool

Detail





page visits per visitor



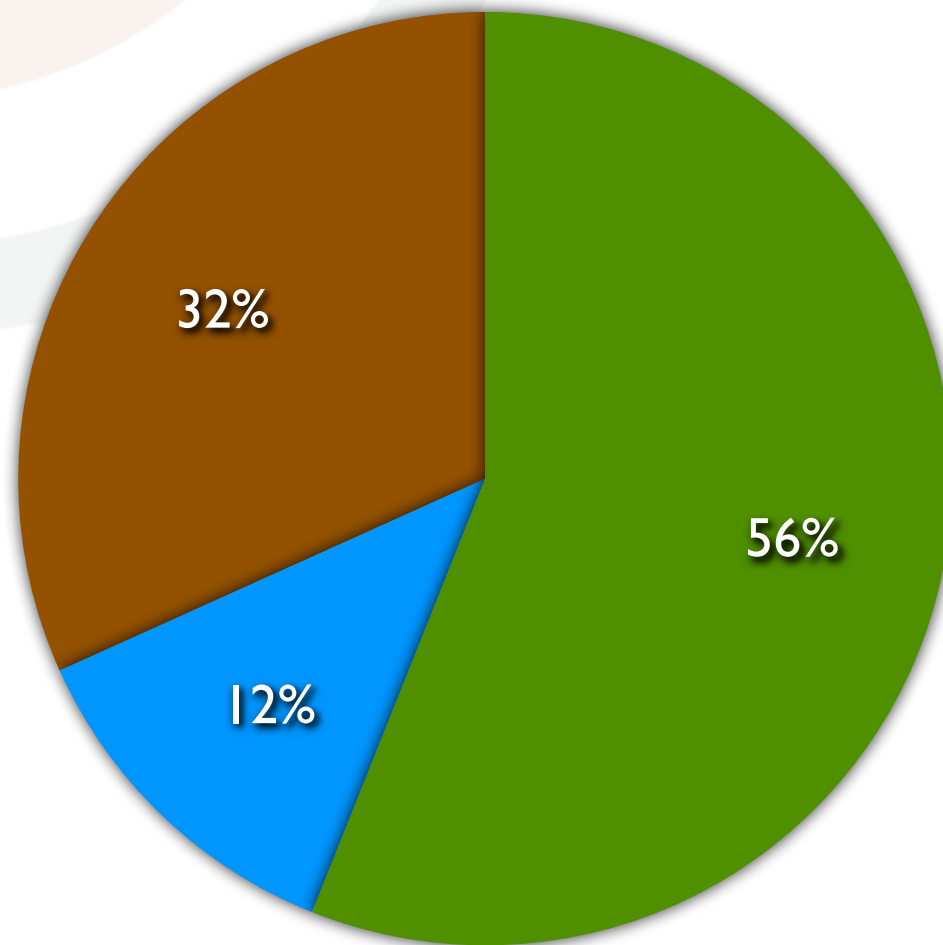




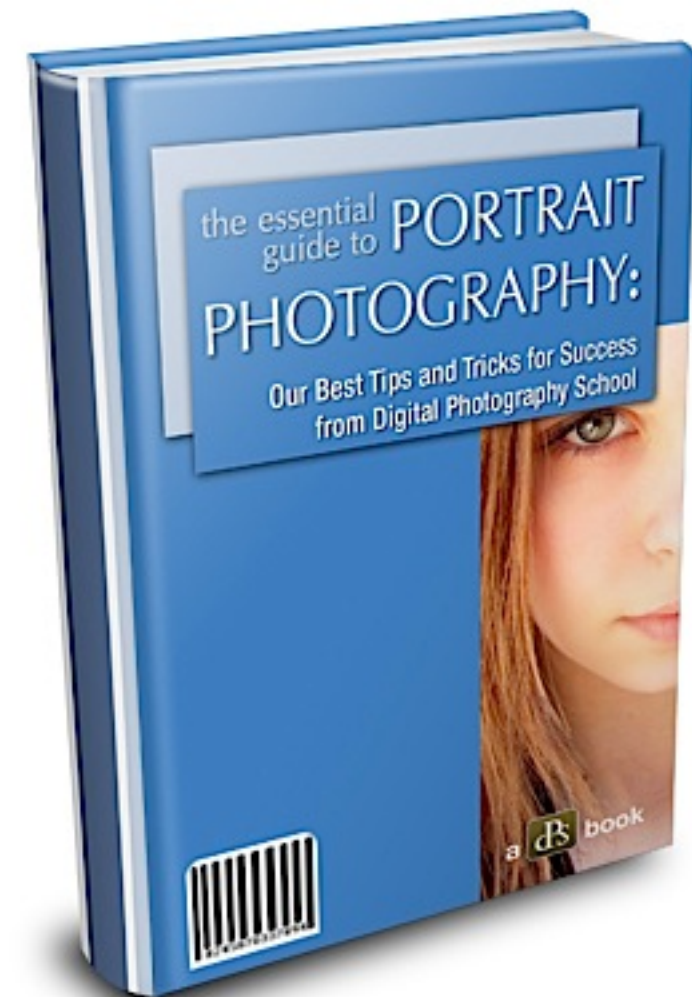
5. Create Something to Sell

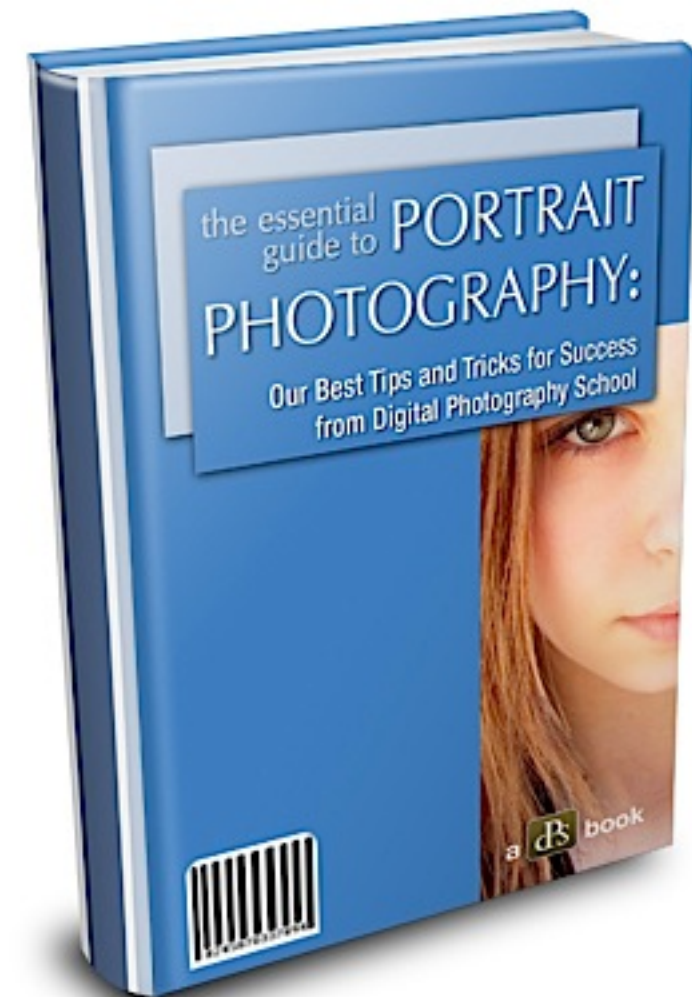
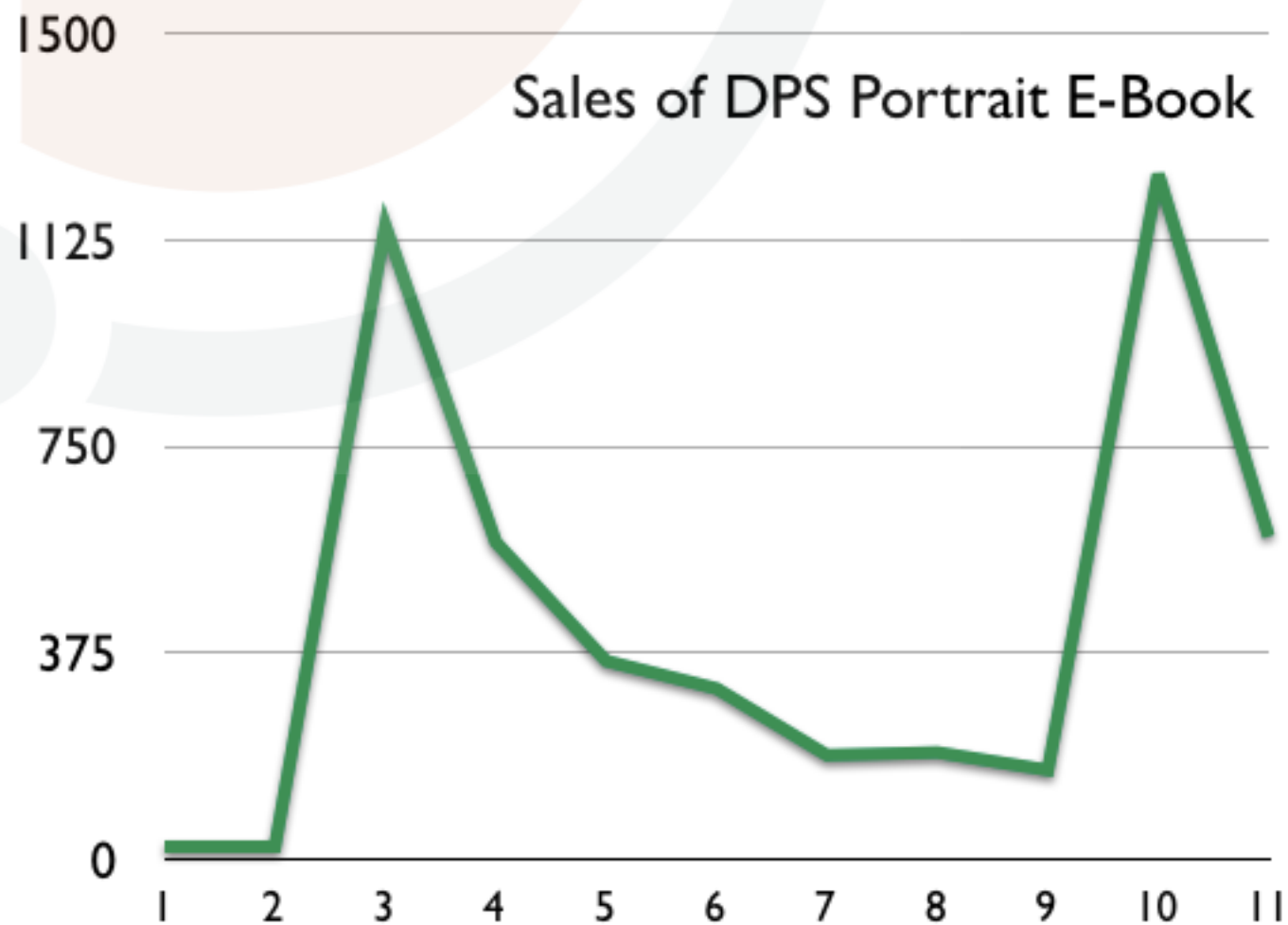


## Earnings February 2009



- Ad Networks
- Direct Ad Sales
- Affiliate Commissions

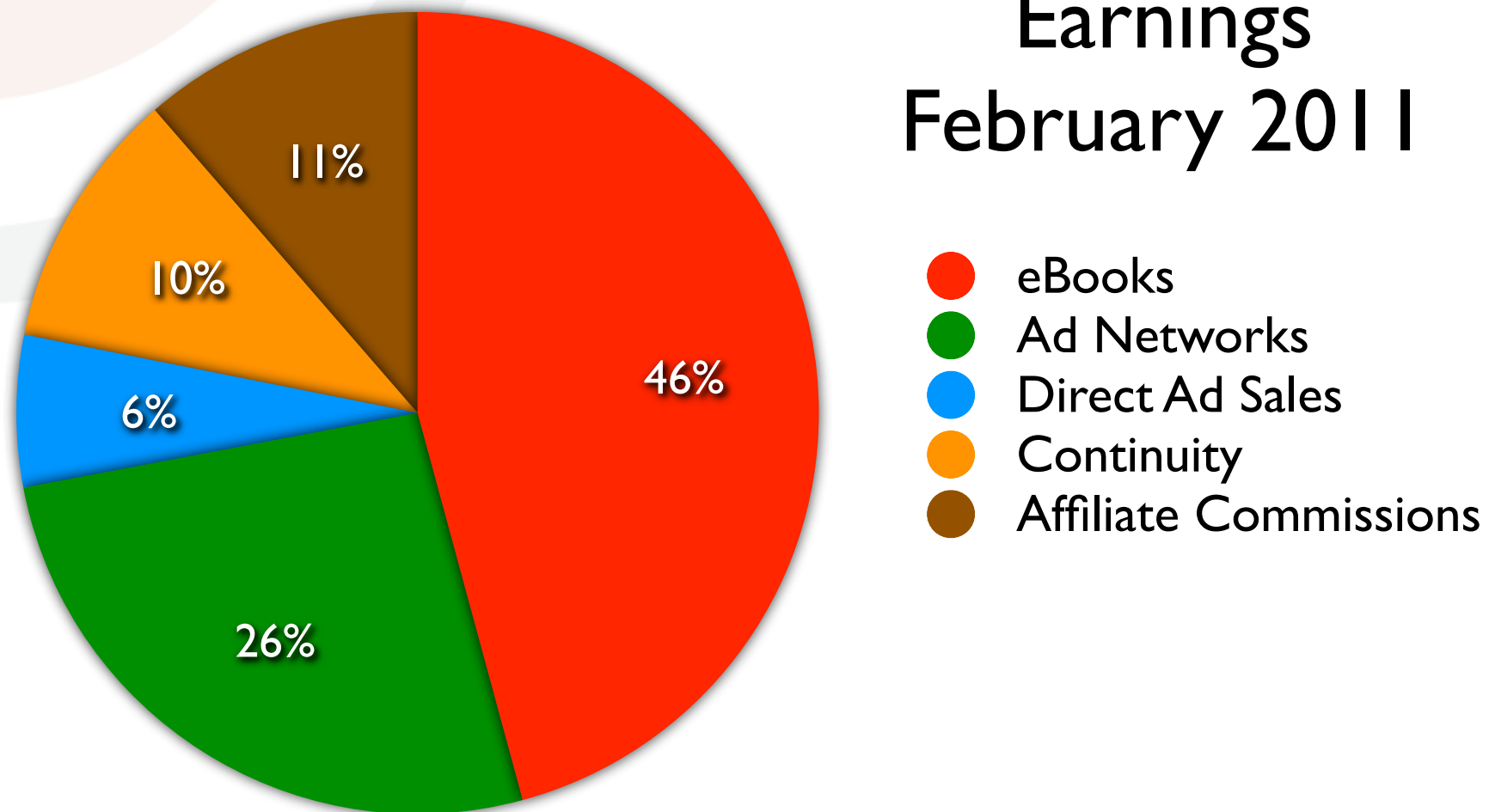








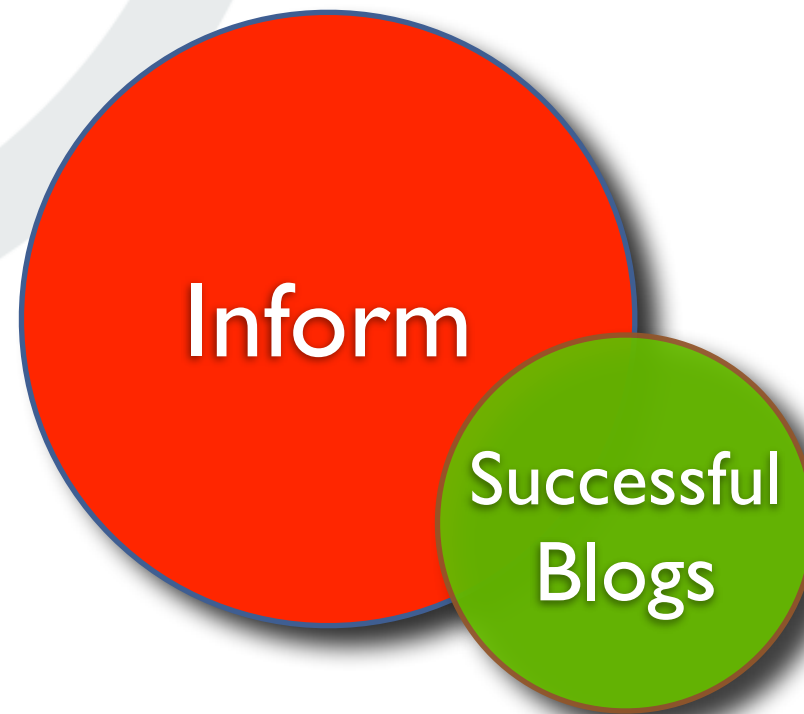
## Earnings February 2011



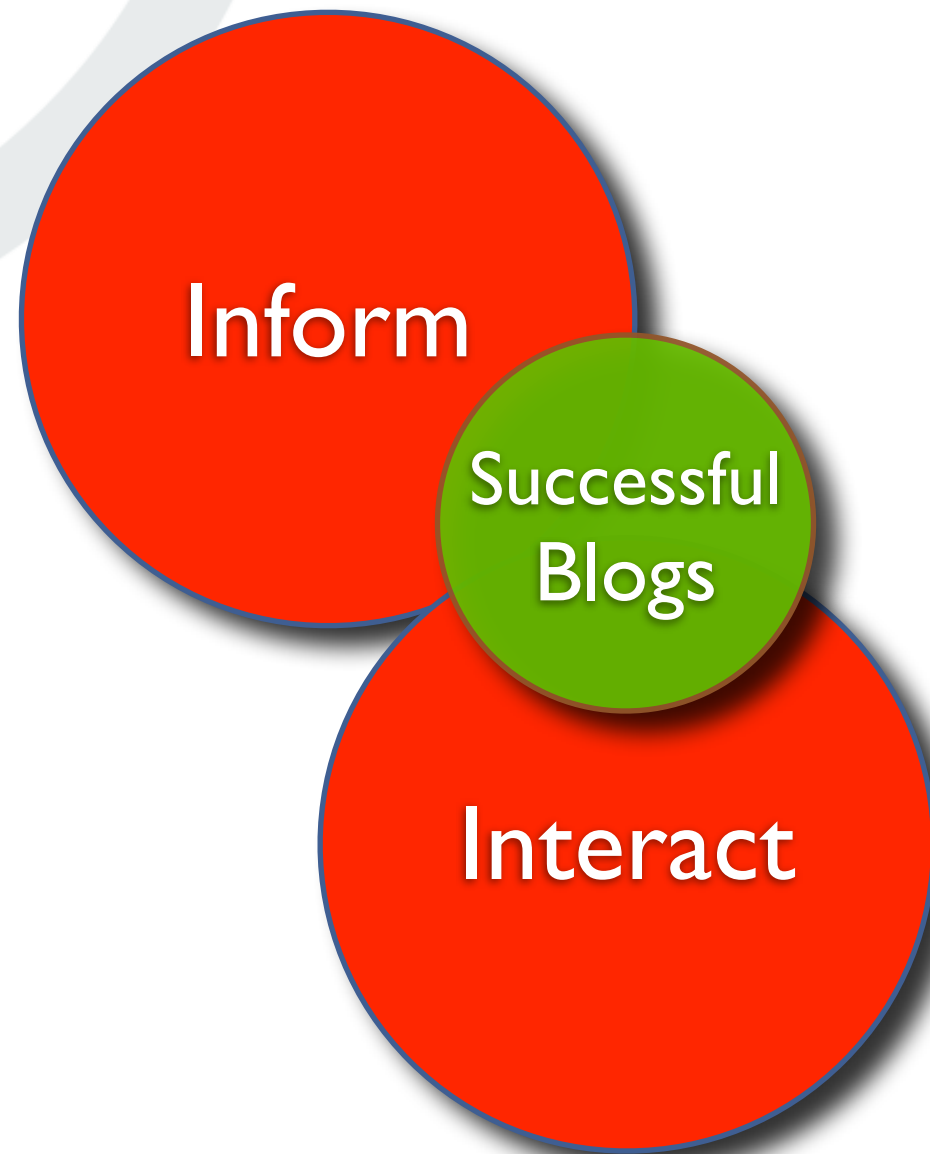
# 6. Inform, Inspire and Interact

Successful  
Blogs

# 6. Inform, Inspire and Interact

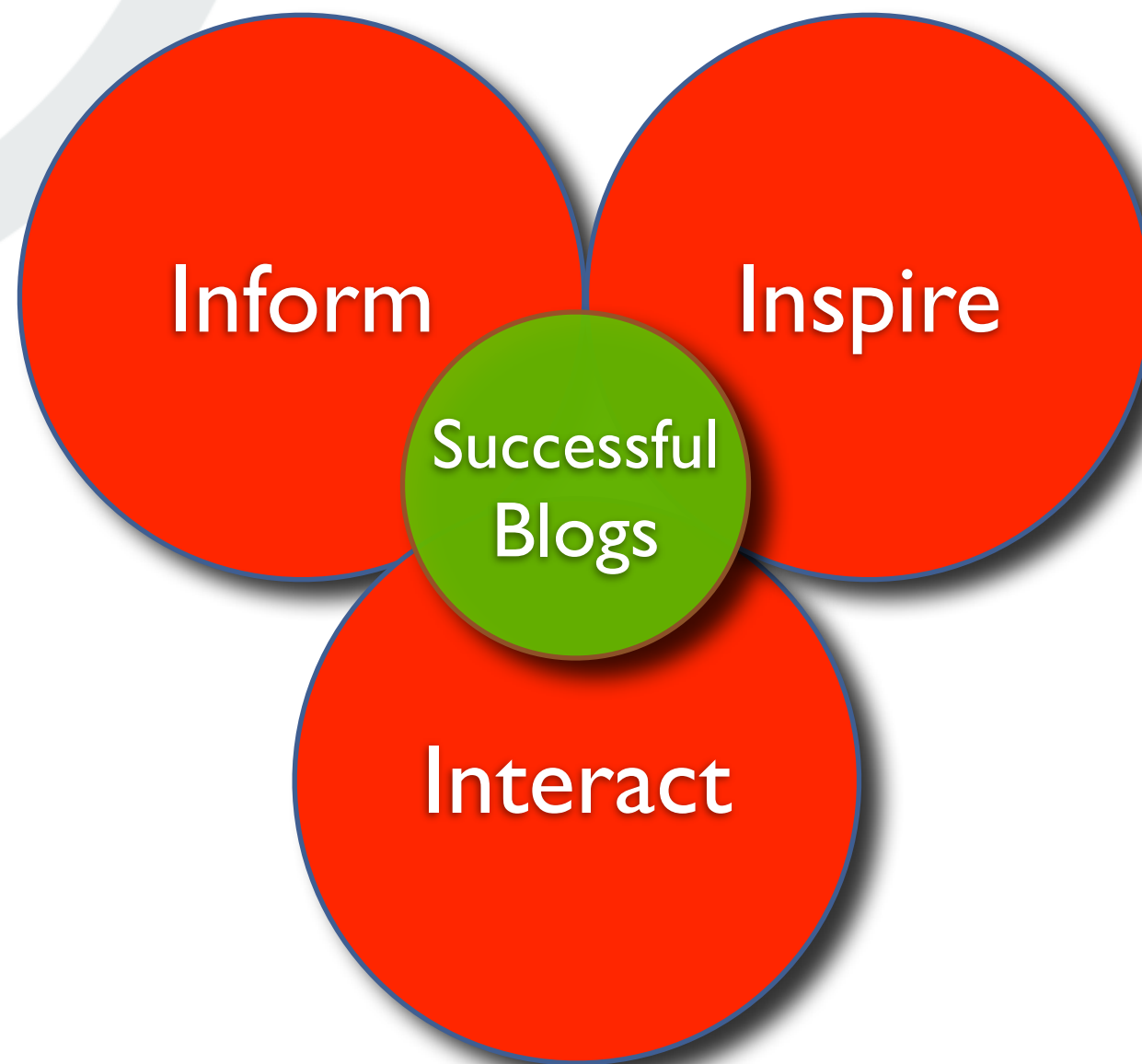


# 6. Inform, Inspire and Interact





# 6. Inform, Inspire and Interact





# Inform



A large crowd of people is gathered at a campaign rally. Barack Obama is seen from behind, standing on a stage and waving his right arm towards the audience. The crowd is dense, with many people holding up cameras and smartphones to take pictures. Some people are waving American flags. In the foreground, a sign with the word "Barack" is visible. A banner in the crowd reads "ANGOLA" in red letters on a yellow background. The word "Inspire" is overlaid in a large blue font in the top right corner of the image.

# Inspire





## Long Exposure Photography: 15 Stunning Examples

Long Exposure Photography is something that can take your breath away when you get it right. Here are some shots to get you inspired (plus some tips below the pics on these techniques).

by Darren Rouse



Like 5,319 people like this. Be the first of your



photo by MumbleyJoe - exposure: 114 sec



photography by BUR?BLUE - Exposure: 656 sec



Image by Nrbelex - Exposure: Not Given





## Long Exposure Photography: 15 Stunning Examples

Long Exposure Photography is something that can take your breath away when you get it right. Here are some shots to get you inspired (plus some tips below the pics on these techniques).

by [Darren Rouse](#)



Like 5,319 people like this. Be the first of your



photo by MumbleyJoe - exposure: 114 sec



photography by BUR?BLUE - Exposure: 656 sec



Image by Nrbelex - Exposure: Not Given



Image by Dave Smith - Exposure: 253 sec

DISCOVER how to take these kinds of Long Exposure Images:

- \* [Slow Shutter Shoot Out – 3 Slow Shutter Speed Techniques](#)
- \* [How to Shoot Light Trails](#)
- \* [A Beginners Guide to Capturing Motion in Your Photography](#)
- \* [How to Capture Motion Blur in Photography](#)

mel mel mel  
mel mel mel

what a coincidence!  
mel mel mel  
mel mel mel



Interact



# Long Exposures: Weekly Photography Challenge

by [Darren Rowse](#)



79 people like this. Be the first of your friends.

This week your photography challenge is to take and share a long exposure image.

There are a lot of different approaches to this type of photography (we'll link to some suggestions below) so feel free to use any technique you wish whether it be super long exposures (perhaps of [star trails](#)) or just slowing things down a little to [capture a little movement](#) or perhaps you want to experiment with something like [slow sync flash](#).

## Suggested Reading/Examples of Long Exposure Photography

- [Long Exposure Photography: 15 Stunning Examples](#)
- [How to Shoot Light Trails](#)
- [A beginners Guide to Capturing Motion in Your Photography](#)
- [13 Places to Take Beautiful Motion Blur Shots](#)
- [Slow Shutter Shoot-out – 3 Slow Shutter Speed Techniques](#)
- [13 Great Examples of Slow Sync Flash Images](#)
- [Introduction to Slow Sync Flash](#)



photo by MumbleyJoe - exposure: 114 sec



# 7. Look for 'SPARKS'





# Look for 'Sparks'

# Look for 'Sparks'

- what gives YOU energy? (dPS vs Printer Blog)



# Look for 'Sparks'

- what gives YOU energy? (dPS vs Printer Blog)
- what are readers gathering around? (3 I DBBB)

# Look for 'Sparks'

- what gives YOU energy? (dPS vs Printer Blog)
- what are readers gathering around? (31DBBB)
- what are potential collaborators responding to? (QldBlog)

# Look for 'Sparks'

- what gives YOUNG energy? (dPS vs Printer Blog)
- what are readers gathering around? (31DBBB)
- what are potential collaborators responding to? (QldBlog)
- where is momentum growing? (iphoneography)



# Look for 'Sparks'

- what gives YOU energy? (dPS vs Printer Blog)
- what are readers gathering around? (31DBBB)
- what are potential collaborators responding to? (QldBlog)
- where is momentum growing? (iphoneography)
- what is God prompting you to do? (Tanzania)



8. Be **Active**

# What Action Will I take Today that Will Grow My Blog?

“Even if you’re on the right track, you’ll get  
run over if you just sit there” - Will Rogers



# Consistent Small Actions Can Have a Big Impact

*most of us do this already on some level*

- content creation
- community management
- promotional activities

# But do we do it when it comes to monetization?

if you want it to BE a business....

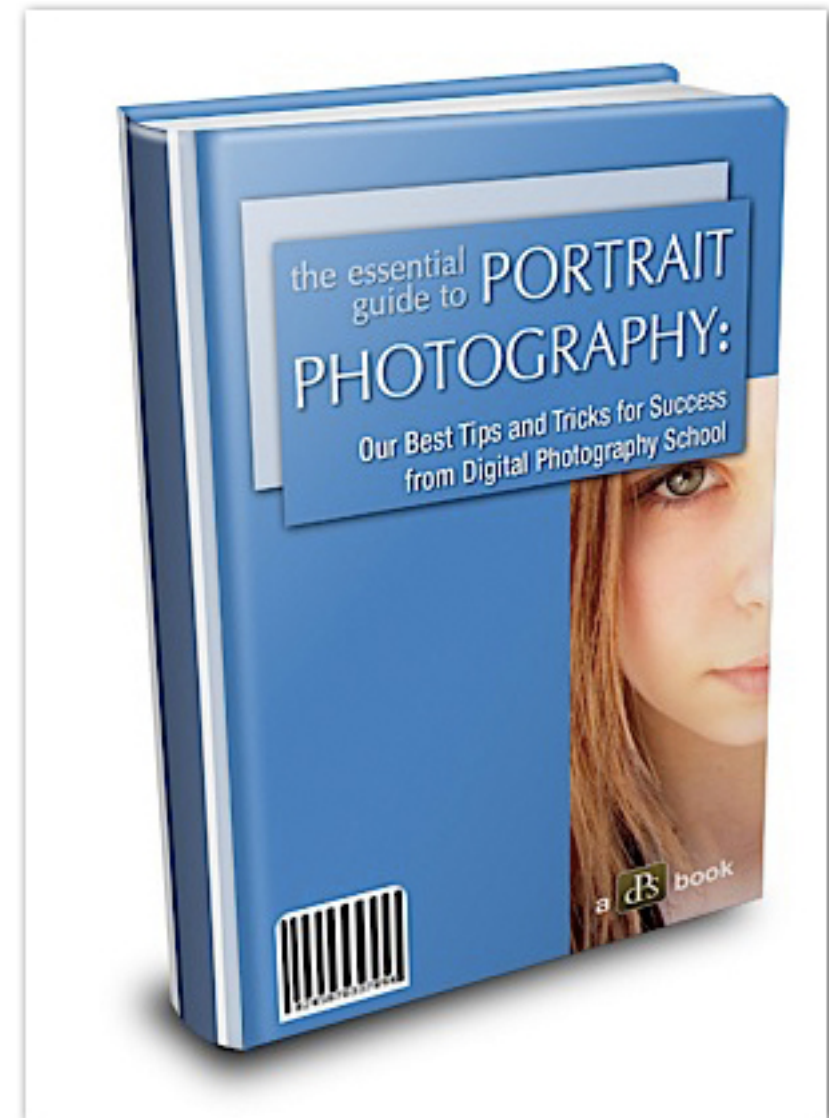
treat it as a business

# Take the 15 Minutes a Day Challenge

it's time to build some great blogging habits



## My 15 Minutes a Day Challenge



challenge: put aside 15 minutes per day to do something connected to **your blogging goals**.

- write an eBook/Book
- contact potential advertisers
- write emails for your auto-responder
- create videos for a course
- create a media kit and advertiser page
- build a relationship with a charity that you want to support
- develop an affiliate network to promote your existing product
- develop a coaching/consulting service
- start approaching other blogs to guest post for
- plan an event (online or offline)
- look at what other blogs in your niche are doing
- <<insert your own action here>>



# 9. Do Good





# Tanzanian Blog Project 2011



Hadija



Amina



Sharifu







# Fistula Ward







Eye Ward







# Orthopaedic Ward

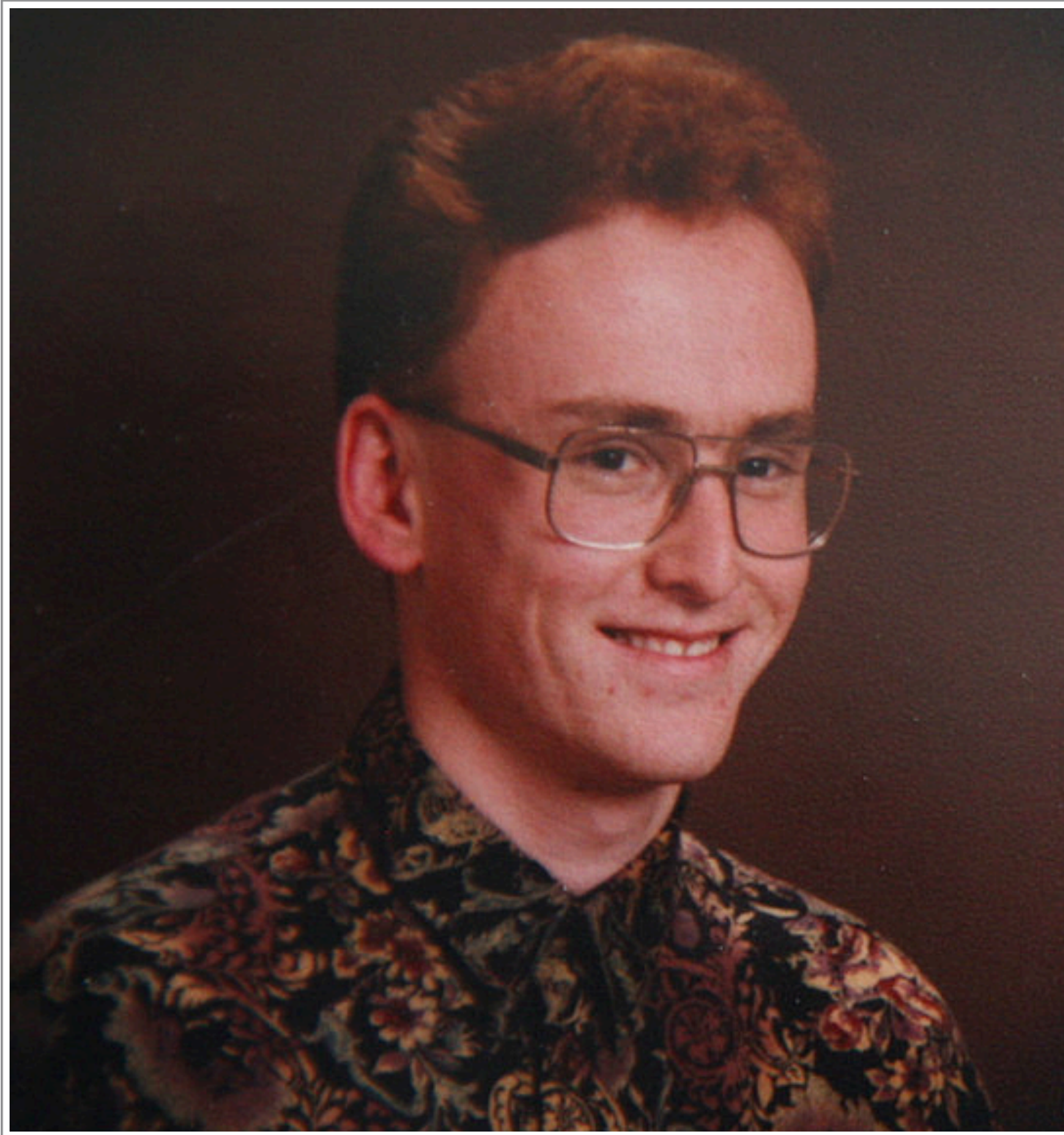






10. Aim to have a **BIG** impact upon  
those You Already Reach

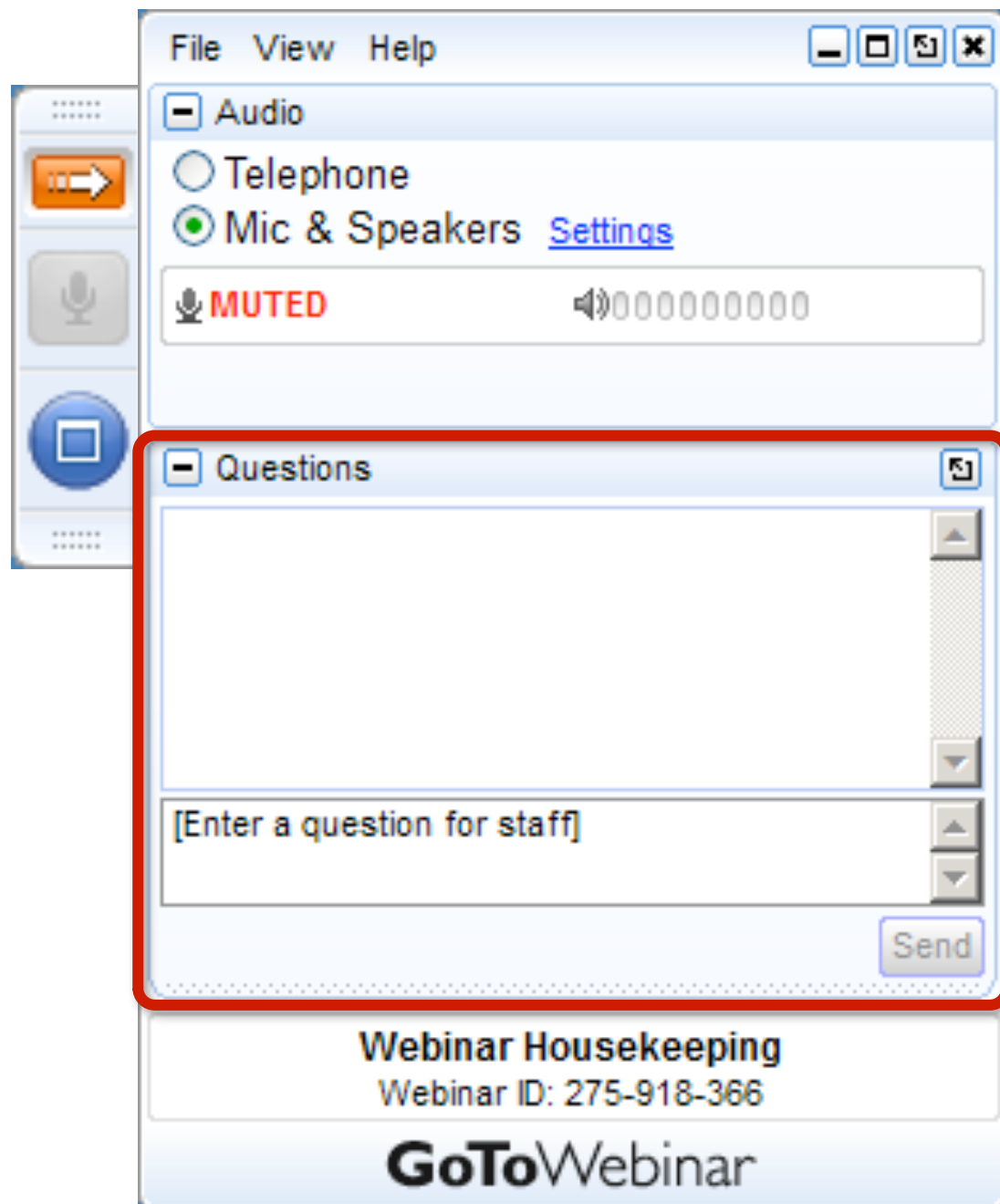




I I . Be Yourself



# Questions?



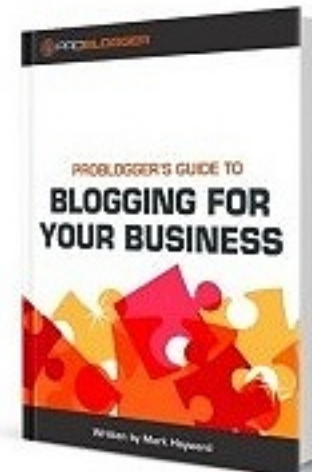
## Your Participation

Please submit your text questions and comments using the Questions Panel

### Note:

We will do our best to get through as many questions as possible but it is unlikely we'll get through them all.

Today's presentation is being recorded and will be provided within 48 hours.



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