Blogging Experts Share Secrets
Charlie White and John Biggs share insider secrets to successful blogs in *Bloggers Boot Camp* from Focal Press

(Waltham, MA – October 5th, 2011) It seems that everyone has a blog these days. But there is a big difference between having a blog and having a *successful* blog. In **Bloggers Boot Camp**, a new book from Focal Press, blogging experts Charlie White (Mashable) and John Biggs (TechCrunch) show bloggers how to go from run-of-the-mill to exceptional blogging.

Bloggers Boot Camp shows bloggers how to build a great blog from the ground up. This isn't a book about technology -- it's a book about engaging millions of readers. **Bloggers Boot Camp** shows bloggers how to:

- Uncover a niche for the blog, and realize key factors about each individual blogger that they need to know before they write a single word.
- Gather the ideal tools for blogging, without spending too much or approaching it underequipped.
- Discover the best ways to spread the word about the new blog.
- Find the most compelling stories to write about, and get the information before anyone else does.
- Transform writing by learning the subtle art of constructing a compelling, engaging blog post.
- Stimulate readers to directly participate in the two-way conversation, perhaps the most exciting part of this new way of communicating.

In addition to **Bloggers Boot Camp**, the book, White and Biggs share their secrets as part of an **online companion course**. In the 12-week, online social learning program, Biggs and White will personally lead the course (in real-time) in a unique social learning environment powered by **Simversity**. With the book and online course, bloggers will be able to make their blogs world-class.

About the Authors:

Charlie White is Senior Editor of Mashable, one of the top 5 most powerful blogs in the world with more than 10 million readers. He's written for *Wired*, Maximum PC and *Popular Science* magazines, was Senior Associate Editor for popular gadget site *Gizmodo* for two years, and for three years was Deputy Editor of NBC Universal tech site *DVICE*.

John Biggs is editor of TechCrunch Gadgets. Biggs has written for the New York Times, InSynch, USA Weekend, Popular Mechanics, Popular Science, Money and a number of other outlets on technology and wristwatches. He is the former editor-in-chief of Gizmodo.com and lives in Bay Ridge, Brooklyn.

###

Newly Released

Bloggers Boot Camp: Learning How to Build, Write, and Run a Successful Blog
By Jason Biggs and Charlie White
Imprint: Focal Press / ISBN: 9780240819174; e-ISBN 9780240819181 / Format: Paperback; 206 pages
Price: EUR 21.95; USD 29.95; GBP 18.99 / Publication date: September 2011

Recently Released

Flash Mobile: Developing Android and iOS Applications
By Matthew David
Imprint: Focal Press / ISBN: 9780240815688 / e-ISBN: 9780240815695 / Format: Paperback; 294 pages
Price: EUR 32.95; USD 44.95; GBP 27.99 / Publication date: February 2011

Coming Soon

HTML5 Mobile Websites: Turbocharging HTML5 with jQuery Mobile, Sencha Touch, and Other Frameworks
By Matthew David
Imprint: Focal Press / ISBN: 9780240818139 / e-ISBN: 9780240818146 / Trim: Paperback; 240 pages
Price: EUR 28.95; USD 39.95; GBP 24.99 / Publication Date: October 2011

About Focal Press

Focal Press has been a leading publisher of Media Technology books for 70 years. We provide essential resources for professionals and students in many areas including: film and digital video production, photography, digital imaging, graphics, animation and new media, broadcast and media distribution technologies, music recording and production, mass communications, and theatre technology.

About Elsevier Science & Technology Books

Elsevier S&T Books provides its superior media technology, scientific and technological content through its books and online resources such as SciVerse ScienceDirect books and BrainNavigator**,** the award-winning product that improves the quality of neuroscience research. The S&T Books' family of imprints includes leaders in the media technology market with Focal Press and computing market with Morgan Kaufmann. Other imprints include Newnes, Syngress, William Andrew, CIMA, Butterworth-Heinemann, Academic Press, Academic Cell, Anderson Press, and Gulf Publishing.

About Simversity

Simversity is a real-time eLearning service that integrates automated content syndication, powerful course facilitation tools and social networking to allow instructors to create exceptional learning experiences. The platform allows Authors, Speakers, Experts and Instructors of all kinds to create a community around their topic or knowledge area by building templates for repeatable courses. These courses lead their students or customers as a group through the content, while the Authors serve as Facilitators for the class, answering questions and providing feedback as needed.
http://www.crunchbase.com/company/simversity