

wonderful world of blogging

Blogging has positively exploded on to the sewing and craft scene in recent years and its popularity looks set to keep on growing. We decided to find out what all the fuss is about

By Kate Hopper

People all over the world are doing it. It's become a hugely popular pastime and a way for people to share ideas, make friends and record their everyday lives. But what exactly is it all about?

Primarily, a blog is a website that is created and added to regularly by an individual. It can be on any subject and often includes words, images and links to other blogs or websites of interest. Many blogs have the feature of allowing readers to leave comments, making them truly interactive. Blogs can act as online journals or diaries, as a way of recording things that are important. They're also a way of connecting with other people with similar interests, a fabulous source of inspiration and even a way of learning a new skill or craft. They take us out of the everyday and into the lives, crafts and inspiration of others. Blogs can be used to ask advice about a project you're working on, to interact with and meet new people and also as a way of finding your own voice and style.

Many textiles designers and makers use blogs to support their businesses. It's a great way for them to let customers know what they're working on, about new products and designs that are coming up for sale and also to give their customers a glimpse into their world.

A blogger be

If you want to start your own blog, it couldn't be simpler! Before I started my own blog I thought I'd need lots of technical know-how about computer wizardry, but I couldn't have been more wrong. Blog sites such as Blogger (www.blogger.com) and WordPress (www.wordpress.com) make it very easy to start. Once you're set up, the next part is to decide what you want to write about. My tips include: keep posts interesting, and blog regularly, include images, welcome feedback, follow other blogs on the subjects you're interested in and leave comments – this



Nicky's wonderful bears, each one with their own little personality, are created using 100% mohair

helps others to find your blog and can also start up dialogues with other blog owners...you'll be making friends before you know it!

To find out more about blogging and what it means to the people who do it, I spoke to the talented people behind some of the sewing and textiles-related blogs that I love to read.

There's so much eye candy out there – so many inspirational people doing inspirational projects. I couldn't get enough!