

Suzanne Borg

FREELANCE WORK

How to turn your blog into a job-related tool



BLOG

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COOLTURA



Introduction

However paradoxical, free-lance work has become a safe path for many professionals today. Timing one's own working day, having the possibility to open oneself to new opportunities plus following personal and working goals at the same time are some of the rewards offered by this work modality.

Every professional wishing to set forth on this road will surely wonder how to start. This is indeed the beginning of the journey, when trial and error prevails, along with the conviction that even if immediate results are not obtained, a lesson will surely be learnt.

The option of working on one's own is particularly suitable for those services needing a client base, which can be built without the assistance of a large business structure. Also, certain people are naturally geared towards sales, which will facilitates the start on clear and solid grounds.

In any case, even if one knows what to offer, the main problem arises when there are hesitations on the appropriate means to propose it to the public and potential clients. Investing in advertising can prove unsuitable in such cases, since publicity can be useful to place a brand or an image in the market, but not to explain a series of services in detail.

The digital age boom, particularly since 2005 on, brought about blogs, which at the beginning were somewhat confusing as to their scope as a working tool and professional support, but which turned out to be the trigger of a full-fledged development thereafter.

It is no longer unreasonable to state that a successful professional career can be set up from the basis of a blog. In fact, there are a number of cases that could confirm this premise. Business ventures focused on sales, digital communication services and marketing, different teaching undertakings and many other activities have been the starting point of blogs which have become today's most consulted sites on the Web. But... why did this happen?





What is a Blog?

There are several definitions of a blog, none very accurate, but if we wish to narrow it down, a blog presents itself as a log book or space in the net where texts (called entries or “posts”) can be uploaded chronologically and published for public information.

The format of a blog will be different according to the author’s taste. They can either be created by the users themselves with basic graphic design tools or by using ready-made templates, which provide ideas and combinations to decorate the virtual space. The degree of difficulty of the creation process will depend on the platform used. The best-known systems are *Blogger*, which does not require advanced knowledge, and *Wordpress*, used mainly for professional blogs which often become full-fledged digital media. The latter allow for a greater planning of contents and the possibility to include advanced tools to interact with the readers.

Another platform, called Tumblr, has also become popular. More than written “postings”, it enables large visual entries and it is often used to enhance the content of a digital media. Its success is due to a community of photographers and visual artists who, identifying themselves with this type of format, started using it to show their work in an independent and immediate manner.