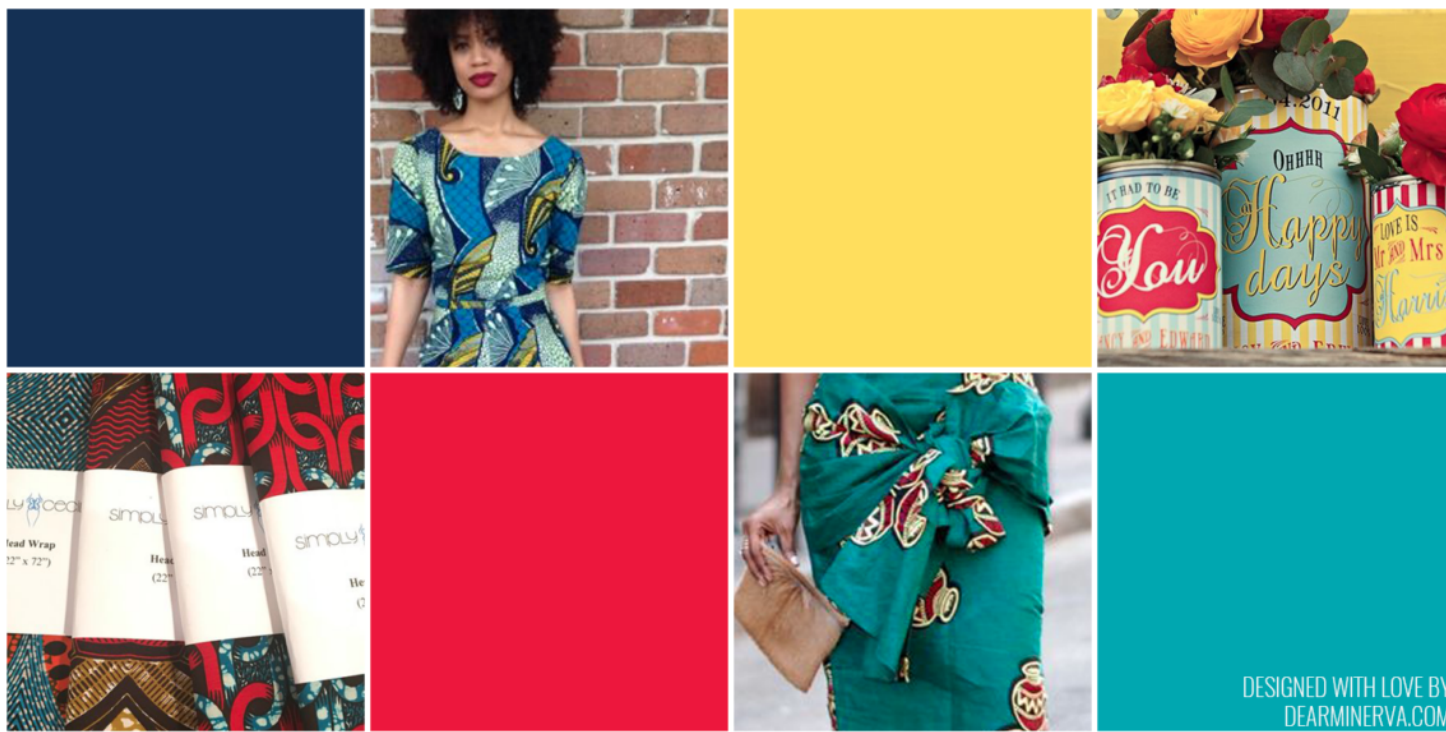


Updates, Changes and a Giveaway You Don't Want to Miss at Truly Tafakari!

By Dara in blerd love, freelancing, nonfiction writing, travel with 4 comments



You may have noticed a few changes around here at Truly Tafakari! The biggest one is a change to the site design. I teamed up with the fantastic Brittany over at [xobritdear](#) to get me started on presenting a consistent image of Truly Tafakari around the web (better known as branding). That meant redesigning my logo!

We started with the mood board you see above. That is the culmination of many hard, difficult, grueling hours of pinning things to [my Pinterest boards](#)! Okay, so the hardest thing was actually pulling myself off of Pinterest. Brittany was super patient with me and I'm so happy with the work she did.

Another one of the changes I implemented was restarting my newsletter! I'm still tweaking it, but I think I have conquered the previously daunting world of MailChimp. I'm looking forward to bringing you guys news you can use, exclusive photos from my travels around the DC area and beyond, and other goodies.

I've decided to make changes to the emails coming from the site since I'm moving forward with MailChimp. **If you are following Truly Tafakari via WordPress.com, those notifications will be going away effective September 1. But I don't want you to go away!** You can make sure you never miss any posts.

Still want to get all of the sweet, snarky goodness from Truly Tafakari? Click [here](#)!

For those of you who already subscribe via email, I am also turning off the emails that go out for each post and replacing them with the weekly newsletter. So don't be alarmed if it seems you haven't heard from me lately! I'm just combining the "new post" notifications so your inbox looks a bit cleaner.

What else is new?

Well, I don't blab about it often, but I'm not just the voice behind this corner of the Interwebs. My writing outside Truly Tafakari has been seen [online in the New York Times](#) editorial section, [SheKnows.com](#), [TheRoot.com](#), [AbernathyMagazine.com](#), and MommyNoire.com, among other places. I am also freelance editor! I've been editing essays, books, blog posts, and dissertations for over 10 years. **Recently, I've added Blog Gardener to my Jane of all editing trades!**

Um, Dara, what's a Blog Gardener??

That's what I call a person who waters the seed of creativity that leads someone to start a blog! I don't take credit for the seed. I just give a beautiful idea some TLC. For the past year or so, I've spent a lot of time coaching friends of mine who want to start a blog but need a little help. Some things I've covered include:

- **Should I start a blog or nah?**
- **What makes a good blog post?**
- **The three questions you need to ask after you say "yes" to blogging.**
- **How do I get people to read my stuff?**
- **Five simple rules to make a blog more readable.**

More: [For Brown Girls Who Thought They Were Wonder Woman til They Tried Flying](#)

I also offer pointers on individual blog posts for existing bloggers who want a second pair eyes on a post before they hit "Publish." I feel proud to have helped my friends polish blog posts that made them go viral or landed them to Huffington Post.

Refining and defining my brand (still feels weird to say that) has reminded me share more of my talents with all of you. If you've ever had questions about getting started blogging, I plan to roll out a quick and dirty ebook to help! But first, I want to announce...

To celebrate my new logo and branding changes, Truly Tafakari is hosting its first ever giveaway! **I'm offering three people the opportunity to send me a blog post** or any other type of writing (under 1,000 words) for a **FREE** proofreading or blog coaching session! How do you enter? It's easy! Sign up for the mailing list, visit the Truly Tafakari Facebook Page (Likes are loved, but not mandatory), and tweet about the giveaway! Giveaway ends Wednesday, August 24 at 12:00 AM.

I'm super excited about everything: the new look/logo, the giveaway, and opening up my doors to share my skills with all of you. If the giveaway isn't your speed, I'd still love for you to do me one favor. **Drop me a comment and tell me what kind of posts you'd like to see on Truly Tafakari or the newsletter.** I want to give you what you like!

Ya'll know I appreciate you!