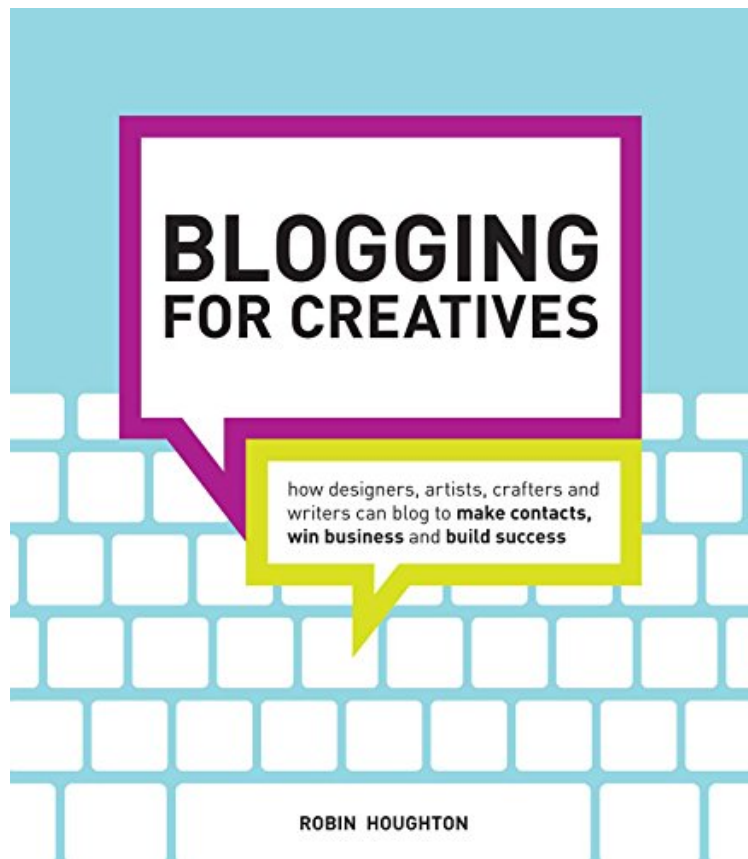


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Blogging for Creatives: How designers, artists, crafters and writers can blog to make contacts, win business and build success

Robin Houghton

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Robin Houghton : Blogging for Creatives: How designers, artists, crafters and writers can blog to make contacts, win business and build success before purchasing it in order to gauge whether or not it would be worth my time, and all praised Blogging for Creatives: How designers, artists, crafters and writers can blog to make contacts, win business and build success:

9 of 9 people found the following review helpful. I loved this book By Tom Maria I loved this book! I mentioned in another blogging book review that I've had my blog for about a year and I felt it just didn't have the momentum, drive and I needed to do some research to give it the push it needed! I tried other books that I found flat and uninformative and thankfully I stumbled upon Blogging for Creatives and I'm happy to say I loved the book! Not only did I learn a few things but I even got some ideas on re-wording my current content, I got some real world ideas on where to turn for more ideas (i.e., other blog pages were provided for examples). I loved that the book provided examples, it provided comparative blogs, it provided a wealth of resources to check out and it even provided pictures, visuals that I

could easily relate to because other books I read had no visuals and while I forced myself to get thru those books, It was a breeze to get thru the Blogging for Creatives book! I would absolutely recommend this book to others looking for ways to get their blogs in motion! Very pleased with my purchase! 23 of 24 people found the following review helpful. Needs an update for 2014 By Jacob I've given this book a four-star rating because it has great information about ideas on how to consistently maintain a blog. However, as with many books including information about technology, parts of the book are no longer relevant due to the ever-changing landscape of online blogging platforms. I would wait to purchase an updated version of this book. 2 of 2 people found the following review helpful. This book was so much better than others! By Lisa January Great information explanations, with a ton of blog links for inspiration! Perfect for creative minded bloggers. The e-book version is best, because you can view links in real time.

Of the billions of internet users worldwide, a massive 80% are visiting blogs. The blogosphere has become a huge platform for individuals and businesses alike. As well as being essential for creative trades of all kinds--carpenters, photographers, caterers, gardeners and graphic designers to name but a few--blogs can be inspirational and beautiful; becoming hubs for people with similar tastes and interests. Blogging for Creatives is the first approachable, non-techie guide to the blogosphere, complete with hundreds of tips, tricks and motivational stories from artistic bloggers who have started from scratch. It covers everything creatives need to know about how to design a beautiful, interesting blog that people will want to return to again and again--such as how to design, publish and host a blog, as well as keeping it fresh, staying motivated and forging connections with others in the field. Professional advice is highly illustrated with examples of successful blogs, broken down into succinct types that work, helping the reader to identify and develop the style of blog they want. Includes box-out tips, tricks and anecdotes from successful bloggers Non-techie approach that reflects the creative scope of the modern blog Highly illustrated with examples of blog types that work, with proven advice from the creators

About the Author Robin Houghton is a professional online marketer. She has taught her clients how to strategically use blogs and social media to be the cornerstone of their business for nearly a decade. Houghton completed an MA in digital media with Distinction from the University of Sussex.