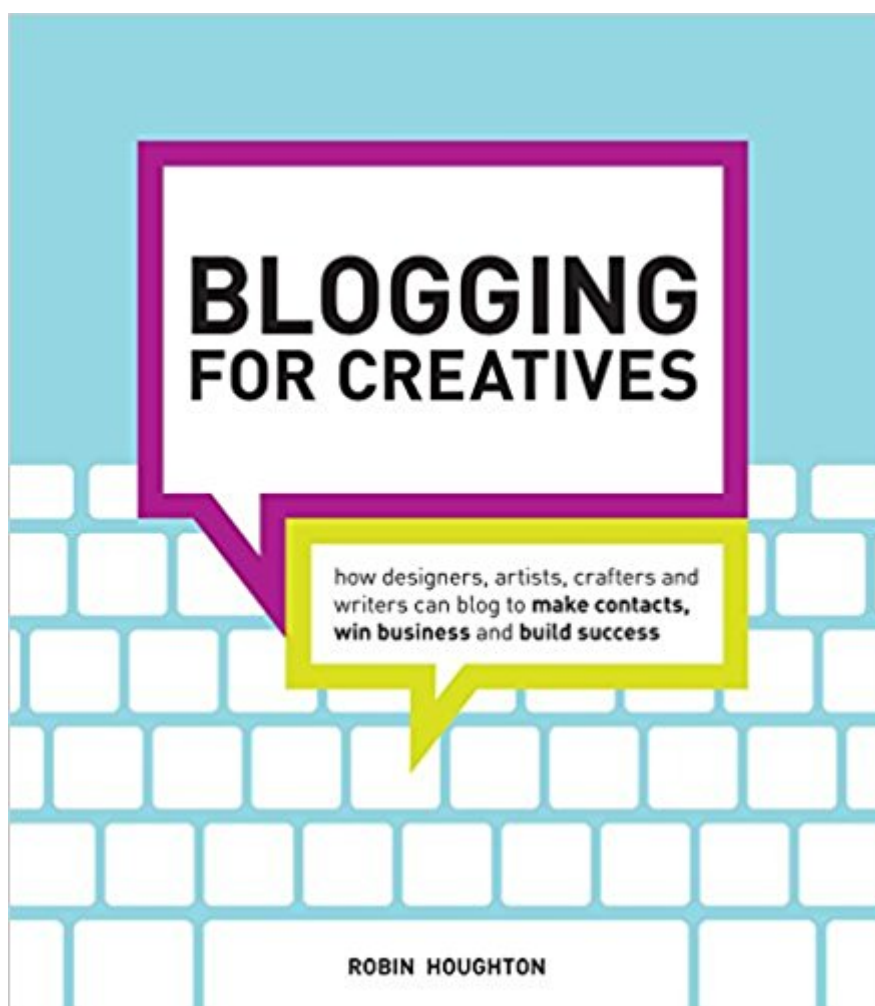


The book was found

Blogging For Creatives: How Designers, Artists, Crafters And Writers Can Blog To Make Contacts, Win Business And Build Success



Synopsis

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.

Book Information

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[Media > Blogging & Blogs](#) #80 in [Books > Reference > Consumer Guides](#)

Customer Reviews

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.

Just started a blog this past February and this book was recommended by Kari Chapin who wrote "The Handmade Marketplace" and is one of my favorite indie business authors. This book is helpful, easy to understand and shares lots of information. It also shows great examples of creative blogs

that are very inspiring. I would highly recommend it for anyone who is interested in starting a blog, especially those of us creatives who don't like all the technical jargon you find in other books.

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