



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

Robin Houghton

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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

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