



# **The Digital Mom Handbook: How to Blog, Vlog, Tweet, and Facebook Your Way to a Dream Career at Home**

*Audrey McClelland , Colleen Padilla*

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From Audrey McClelland, founder of momgenerations.com, and Colleen Padilla, founder of classymommy.com, comes *The Digital Mom Handbook*. Here is the ultimate guide for work at home moms who want to blog, vlog, skype, tweet, and Facebook their way to a successful career by doing what they already do online...only better. *The Digital Mom Handbook* shows the way to truly have it all, with step-by-step advice and indispensable information on how to be a mom blogger and more--ideal for the stay-at-home mom (or stay-at-home wannabe) who wants to add to the household income and improve her family's financial situation.

## **The Digital Mom Handbook: How to Blog, Vlog, Tweet, and Facebook Your Way to a Dream Career at Home Details**

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# **From Reader Review The Digital Mom Handbook: How to Blog, Vlog, Tweet, and Facebook Your Way to a Dream Career at Home for online ebook**

## **Roseena Peralta says**

I honestly pick up this book thinking it might give me more ideas to work on my blogger site, but however it gave me the same information that I had already known and was aware of. The book is a bit personal to the authors, they did a good job with telling their stories and explaining to other people how they can be successful.

One thing for certain, you do have to be patience and dedicated to being a blogger. although I do not think I would want to blog for money, this book might give you some tips on that field.

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## **Meg says**

This is THE book to read to learn how to launch/build/monetize your platform and get your babe brand out there. I learned many invaluable tricks of the trade and this books read so easily! Such a treasure trove if advice, stories, and challenges paired to solutions; definitely worth owning and keeping on reference.

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## **Meredith says**

After blogging off and on for a couple of years, I've decided to start a new lifestyle blog and dedicate myself to writing daily posts. Since I'm not used to blogging on such a continual basis, I wanted to see if any books were available to offer advice. Out of the several blogging books available at my library, this looked the most interesting. Although I'm not a Digital Mom (yet), I still found the book to be extremely helpful. It gives basic information on the blogging community, how to network and promote your blog, and how to use your blog to earn revenue. I would recommend this book to anyone who is interested in blogging regularly.

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## **Cheri says**

This book is chock full of helpful information to start and grow your online presence. I would highly recommend this book to anyone wanting to get started blogging as well as a refresher for those who want to grow their existing blog. Whether you're a mommy blogger or the owner of a small business the information contained in these pages will be of benefit to you.

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## **Lobo says**

Audrey McClelland and Colleen Padilla are mom bloggers and they have a successful blogging career and

beside it they both are working from home and managing their family. In this book their aim is to help other mothers who decide while home with their children they will try to find something to do and maybe make money out of their hobbies and passion. I have not heard of these ladies before but because I am a also a mom and just recently started my home-bound months was very happy to see this book offered for review and jumped in. I thought I will get some ideas what I can do with my free time while minding my kids and not just clicking away those precious hours on the Internet.

This book delivers what it promises from the beginning. Audrey and Colleen share their stories how they become successful in what they do and offer advice to anyone who would like to follow their path. It is not just their stories and experiences we can read about but also other successful mommy bloggers offer their point of view on different aspects of working from your family home. The book highlights 7 steps that sound really easy to follow if anyone would like to become a digital mom and also gives ideas what to do online what software, social media to use and how it can help advance one's career on the Internet.

Even if someone is not a total rookie on the web can find some valuable info in this book. And mostly good, sound advise about trolls and pitching ideas, how to say no and make sure that you get what you're worth and most importantly how to balance working life and family life. The authors and all the bloggers they have questioned put emphasis on putting kids and husband first place.

The book also gives a lot of ideas by examples and the appendixes offer crash course in social media, and lot of links to other notable mom blogs.

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## **Trace says**

This was a very, very quick read. While this book does contain some how-to's, I found it heavier on the interviews with fellow bloggers. But the interviews were on the "light" side, asking such questions like "How long have you been blogging?" and "Did you ever dream this would happen to you?" Definitely not what I would call meaty interviews. If this book is any indication, I'm gathering that having success in this blogging world means also heavily promoting your fellow bloggers.

I did garner a few tips and ideas but I'm hoping that some of the recommended resources are a bit more meatier side and really dig into the practical how-to side of things. Somehow this seems to be lacking in this industry.

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## **Leila Hays says**

How to "have it all" (stay at home with the kiddos plus a fulfilling career) by building a mom blog empire.

The Digital Mom Handbook is supposed to be an everything-you-could-possibly-need guide to becoming a mom blog phenomenon. It was written by a couple of ladies who each have really successful mom blogs (ClassyMommy and MomGenerations). The whole idea is that you, like them, can "have it all" by working from home on a blog so you can be there for your kids but also have a really successful career.

I didn't start this blog thinking like that. I pretty much knew that LeilaReads was not going to be huge (unless all of you awesome readers make it so). I was looking for some pointers on how to be at least moderately successful in getting people to come and read the blog and click on some ads or buy something from Amazon to help pay for my web hosting and domain name. I guess it helped a little bit, but mostly it was just kind of annoying. I did find two things that were really important: you'll see in the bottom right corner of the

site I now have a disclosure statement as far as receiving compensation and a privacy policy, and that was super helpful.

The rest of it I really probably could have lived without. I would have been better off with something geared more towards general blogging, but since I'm a mom and I'm blogging, I thought, hey, Digital Mom Handbook. Plus it's pink and kinda super cute.

One of my biggest gripes, and I guess it goes with the territory of the book being about mom blogging, is that the word mom is in this book a ridiculous number of times. You know how if you look at a word like vacuum enough times, it starts to look misspelled, even if you know 100% that it is not misspelled? The Digital Mom Handbook has 220 pages of actual material in it (not counting title pages, etc.), and I could conservatively average 10 instances of the word mom or any of its permutations (mother, motherhood, etc.) per page. Do the math, and that's 2200 occurrences of mom or it's permutations. It is to the point where I feel that if I see the word mom again, or hear it again, I'm going to puke...

Ok, I'm back, I had to wipe my mouth, rinse with Listerine, and mop up the mess on the floor. See, I told you I was going to puke.

Anyway, the thing with mom blogging is it's a whole genre of blogging. In The Digital Mom Handbook they're talking about making sure to market your blog as a mom blog. That didn't work for me, because I'm not technically a mom blogger, not to mention the fact that the idea of mom blogging is more than a little irritating and kind of drives me crazy.

As far as whether I think this is worth your time... If you want to be pigeonholed as being a mom blogger you might want to check this out. But if you're looking for something more about blogging in general, I'd say

Leave It

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## **Theresa says**

When I started blogging years ago, I had no idea that I would ever consider it becoming profitable, until now. "The Digital Mom Handbook" shows the average person how they can turn their passion into a profit. The authors are successful blogging moms who share their stories of how they started, discuss their journeys, and give helpful suggestions on how to get your blog out there and get noticed. They discuss not only blogs but other types of social media, so that one can see how important places like Twitter and Facebook are to promote you and your passion.

This is a book that can be used by the person just wanting to start a blog or by the seasoned blogger who wants to learn what it takes to monetize a blog and actually get paid for their time spent blogging. It takes you step-by-step through the process and also includes a nice reference list of websites and a books to explore, information how to incorporate video and podcasts into your blog and many, many stories of others people that have made a success out of blogging.

I found many fascinating and useful suggestions that I'm planning on using to better my blogging experience. I'm not sure monetizing is for me, but if I do plan to take that step, I now have a wonderful reference that will help me along the way. Either way, this book is a wonderful resource that I will be using again and again.

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## **Debra says**

The authors, bloggers themselves, give lots of real-world advice on the business of writing a blog. Covered topics include how to begin a blog, how to handle freebies and how to expand your business. The book mainly centers on mommy blogs, since that is the business the authors are in, but lots of the information could easily transfer to other types of blogs. Recommended.

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## **Kathy says**

This is a great read for bloggers like myself. It is packed full of important information. It really makes you think about what you are blogging about and if you are dedicated enough to make a career of it.

These are the seven steps:

1. Find your passion.
2. Hang a digital “shingle” and start typing.
3. Find your tribe.
4. Make opportunity knock and learn how to answer that door.
5. Manage the Benjamins.
6. Don’t forget the children!
7. Live happily ever after by living your values.

And also included are three appendices:

- A. A Crash Course in Social Media
- B. Key Mom Blogs
- C. Business and Social Media Resources

Great resource for bloggers! Publishes on July 26th.

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## **Stacey B. says**

OVERALL IMPRESSION: This is a good starter book for anyone who is thinking about creating a blog. I myself do not have children, but I still found this book helpful. The first point that I really enjoyed that this book made is "writing about your passion is not work" (page 26). I agree with this 100%. If you center your blog around what you love to do, you will not feel like you are working, and you will enjoy your time more.

A great feature of this book is that there are real stories from people interspersed throughout the book. It just shows you that this is a possibility and people have done it before. It's great to read about other people's

experiences to learn from them.

I love all of the lists in this book. It makes it so easy to read through them and check off in your mind if you have done the things they are talking about or if you need to spend some more time on them.

The appendices in this book are so valuable, especially Appendix A. Appendix A has a section for each social media platform and explains how it works, the terminology and other tips.

A few things I learned from the book that I found helpful:

"When possible, title blog posts as if they're news headlines" (page 51). This is such great advice. You want your blog titles to pull people in and cause them to read what you spent so much time and effort on writing. You don't have to say yes to ever offer given to you by companies. Pick and choose the ones that are relevant to your blog.

COVER: Cute cover. I like all of the pink accents.

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### **Elisabeth P. says**

It was good if what you want to do is be a Mommy Blogger, but other internet carrers, not so much.

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### **Marva Whitaker says**

I knew going in that this book was targeted to stay-at-home moms - which I am not, but I figured that the content would still be helpful for anyone interested in using the internet for business purposes. ...And it was. But at times it got to be a pain sifting through the contents to find the useful information amid the "isn't it fun and cute to be a mom" information. I think even if I was a mother, sometimes the mommy talk would have gotten to be a little much.

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### **Laura says**

I hadn't read any books about blogging when I requested this from NetGalley. I'm also not a mommy blogger (I don't have kids, so it would be pretty awkward), so I'm not exactly the intended audience for the book, but I did learn a lot from reading it about the blogging world at large and I enjoyed the examples and voices from real life bloggers that Colleen and Audrey included to illustrate the different kinds of financial and professional opportunities that blogging can provide. I would definitely recommend this book for beginning bloggers (in particular mommy bloggers, in particular again if they are trying to turn blogging into a career and not just a really time consuming, but awesome, hobby).

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## **Jodi says**

My friend, Heidi, gave me this book since I am a stay-at-home mom thinking that it may be something I could possibly do since I'm crafty, educated, on the computer a lot, and always trying to stretch a book. Good book for someone interested in earning money by blogging but don't think it's for me. I'm too shy and don't want to be captured on video (Blech!). Also, although I am a stay-at-home-mom and am on the computer a lot, I think I need to work in the real world. I'll stick with my piddly substitute teacher pay if I can get in once a week at the schools! : )

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