

(Free and download) Freedom Is Blogging in Your Underwear

Freedom Is Blogging in Your Underwear

Hugh MacLeod

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Hugh MacLeod : Freedom Is Blogging in Your Underwear before purchasing it in order to gauge whether or not it would be worth my time, and all praised Freedom Is Blogging in Your Underwear:

0 of 0 people found the following review helpful. Blogging IS freedomBy Dallas MarksI saw the title of Hugh MacLeod's latest book and knew I had to buy it immediately. The 128-page book is a manifesto for bloggers, not a "how-to" guide. It also features a generous amount of Hugh's artwork. I agree with the other reviewers that the book seems a bit "thin", but that doesn't completely eliminate its value. According to the author: "This is a book about freedom. Specifically the personal freedom I discovered from the wonderful world of blogging, the freedom I hope everybody will eventually discover for themselves. The freedom that, I believe, will permanently and irrevocably change the world for the better." Without blogging, without the internet, Hugh MacLeod would most likely be sitting

on a bar stool in New York City drawing cartoons on the back of business cards after a long day at a traditional job. But blogging gave him a voice, one that couldn't be silenced by the gatekeepers of traditional media. And for Hugh, it has led to a non-traditional yet successful career. I started blogging using free Google Blogger in October 2007. My initial goals were modest. I started a blog after reading article suggesting it was a great resume/CV booster. Over time, I learned that I could use my blog as a public Evernote - a space where I could record bits of information that I would want to read again on the next consulting project. I figured if the content was useful for me, it might be useful for others. In January 2008, after just three months of blogging, I received my first comment - the first visible indication that I had readers. Then just two days later, I received another comment - from Australia. I knew that Google was indexing my blog but didn't know that somebody half way around the world would find it. Times have changed in the nearly five years since I started blogging. I now pay a web hosting company to host WordPress, not Google Blogger. Looking at Google Analytics is a thrilling but very humbling experience. And Hugh MacLeod is right. Blogging is freedom. And as a traveling consultant, it frequently happens in a hotel room in my underwear. (If it makes you feel better, I'm typing this review in a Marriott Courtyard bar fully clothed). Over time I discovered my own voice. And the need to write, to express myself, even when Google Analytics told me that nobody read what I thought was a brilliant masterpiece. So for me, this book was mostly confirmation of what I already knew. But for you, it could be an epiphany.

0 of 0 people found the following review helpful. InspiringBy LuFreitas This one is different... Hugh used his art and cartoons to tell a story. Many will complain, but I really loved the possibility of reading it fast (three hours I think) and coming back to the book is a pleasure. I even bought the cover print for my office. Of course I should tell you: I'm a blogger and LOVE the idea of bloggin in my underwear - in my case, in 2012, from my bed, during recovery from a breast cancer. Things only internet can give us and only Hugh McLeod can inspire.

8 of 9 people found the following review helpful. Great message, fun art, way too short By Kenny D. I've been reading Hugh's blog over at gapingvoid.com for a couple years now and own his previous two books. I pre-ordered this one expecting more of the same great writing. I was disappointed. This book is filled with Hugh's cartoons from his site with a few short one or two page essays in between them. I was able to finish the book in less than an hour, which is quite a bit shorter than I'd expect a \$10 book on the Kindle store to be. Still a great read, still a great book, just can't agree with the price tag. My advice: snag this one from the library for a week, read it a couple times, and give it back when you're done with it. Then go buy his other two books.

This is a book about freedom. Specifically the personal freedom I discovered from the wonderful world of blogging, the freedom I hope everybody will eventually discover for themselves. The freedom that, I believe, will permanently and irrevocably change the world for the better. Having a blog, a voice, having my own media, utterly changed my life. Suddenly my career as a cartoonist wasn't dependent on other people: "The Gatekeepers"—publishers, editors, Hollywood executives, etc., etc. Suddenly I had direct contact with my audience. They had direct contact with me. I could just do my thing, without having to wait for some-body else to give me the "green light." I didn't have to wait around for somebody else to deem me "worthy." This was the freedom I spent most of my adult life searching for, the same freedom I believe we're ALL searching for, in one way or another. Careerwise, blogging gave me everything. Even in the early days, the benefits of blogging were so glaringly obvious to me, I couldn't understand why more people weren't doing it. Ten years later, I still can't. So I decided to write a book about it; maybe I can help other people find this freedom, too. —Hugh

"Hugh Macleod blah blah blah genius blah blah artist blah blah read this now!"—Seth Godin, author of WE ARE ALL WEIRD "This book is a benevolent kick in the pants. Hugh loves you, so he won't sit idly by while you drown your muse. Freedom is a gift. Open it. Go romp in the creative grass. And then write Hugh a long, tender thank-you note."—Sunni Brown, leader of the Doodle Revolution and author of GAMESTORMING "Hugh is once again dead-on right—about blogging, publishing, thinking, and underwear. Nobody figures it all out and says it better with a few wonderfully terrifying pictures than Hugh. And I know: after all, I've written and drawn entire books in my PJs! (Shhh, don't tell my publisher!)"—Dan Roam, author of THE BACK OF THE NAPKIN and BLAH BLAH BLAH "The Web ninja-guru-maven faction has saturated our lives with books purporting to teach us how to succeed online. This irreverent book from Hugh MacLeod, filled with his trademark cartoons, will knock them off the shelf—for good."—A. V. Flox, editor for BlogHer.com About the Author Hugh MacLeod is the cartoonist and acclaimed blogger behind gapingvoid.com and the bestselling author of Ignore Every-body and Evil Plans. After a decade working as an advertising copywriter, he started to publish his "cartoons drawn on the back of business cards" online, which eventually he turned into a full-time job. He is known for both his art and for his thoughts on marketing and has become a popular speaker.