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#### On the Internet

Are bloggers being taken seriously as media producers with an engaged audience? PR firm Maxed Thomas seems to think so - putting on a beauty event exclusively for bloggers this week.

While they lag light years behind in the online retail space, Myers jumped on Twitter this week. Ahoy there.

Meanwhile, the Queen of England has accounts on You Tube and Twitter and now she's all over Flickr. Miles ahead of Myers.

#### On Twitter

Richard Branson talks with Seth Godin about learning from failure <http://bit.ly/cjNkUD> via @\_SherylCole

The 54 best PR tips for entrepreneurs - <http://b2l.me/kzndm> via @CITYPUBLICITY

Storytelling for social media - a story and a framework for you <http://bit.ly/aioPGg> via @servantofchaos

Inspiring quotes from successful business people. What's not to like? <http://bit.ly/b0HIQc> via @Table\_Tonic

Business copywriting tip - use the magic word that sells <http://bit.ly/c7wfae> via @snappysentences

#### On the Blog

We got inspired by Sucheta Kotwal, an online publishing pioneer and wondered about the benefits of standing while working.

Have you visited Daily Imprint yet? It features interviews with women living the dream. Just what we like. We also discovered Extra Curricular magazine - for people who create after hours.

Finally, I was VERY excited to play host to a post by Fashion Clique. Jess shows us what to wear to a conference and there's not a black suit in sight.

#### Behind the Scenes

So happy to be attending the first Problogger event in Melbourne next week.

Darren has put together a fantastic lineup and it's bound to be full of down to earth, practical advice.

This week has been all about blogging. After being included in this Netsetter list I was introduced to the wonderful world of Envato. Collis, the founder, just released this book about making blogging a business - I highly recommend reading it. It's a solid handbook to follow if you're an enterprising online publisher.

Thanks for reading.

Cheers,  
Clare.

P.S. I launched a new site for my eCourse yesterday. You can check it out and register your interest for the final round of the year (!) at [www.onlinebusinessoverhaul.com](http://www.onlinebusinessoverhaul.com).

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About

The Weekly Review is a wrap up of all things online business and marketing from a fresh perspective. Short, sweet and sent every Friday.

Clare Recommends

[How to Build a Successful Blog Business](#). Released yesterday, I've already devoured 3/4 of it. The best book/info about the reality of building a blog business I've ever read. Complete with case studies, profit breakdowns and growth. Read more info and purchase here.

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