

# Inspiration and Ideas page

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## Why write an article for the MUP Inspiration and Ideas page?

- Writing about a timely or newsworthy theme from your book will help build topicality and can catch the eye of journalists.
- Expanding your discussions and arguments around key issues provides new reading for an interested audience.
- Increasing the amount of content about your book online will help it become more discoverable via search engines.



## What makes a good blog article?

- An engaging and lively tone
- A summary of the books main points
- A personal story, such as your experiences of researching and/or writing the book
- Links between the book and current news and topical discussion points

Feel free to discuss your blog idea with your marketing representative. We accept articles of all lengths. although articles of between 500-1000 work well.