



#MYJOBIN5

MY JOB IN



Lucy Pearson
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The Literary Edit

1 Describe your role

The role of a book blogger is a many and varied thing—my day-to-day tasks can vary enormously. One day, I might be reading and reviewing a book and the next I might be taking and editing photos for a social media campaign. My blog covers everything from book reviews to city guides to beautiful bookshops, as well as a desert island book feature. I'm constantly trying to come up with new ideas for creative and innovative content.

2 What do you like best about your role?

I like that I'm my own boss—I set my working schedule and my deadlines. I also love engaging with the book-loving community, which is a huge part of my role. And, of course, I spend a lot of time reading and discovering great new books, which is one of my favourite things to do.

3 Which new projects are you working on at the moment?

I recently won London Book Fair's Book Blogger of the Year award, so there are a few exciting partnerships in the pipeline, and I'm looking to incorporate more literary-themed travel into my blogs. I'm currently reading *A Place for Us* by Fatima Farheen Mirza. It's the first book published by Sarah Jessica Parker for Hogarth and will definitely be a big hit this summer. I'll also be supporting Independent Bookshop Week by featuring seven different bookshops across the week on my blog.

4 What skills do you need for your role?

Being your own boss requires passion, drive and determination—and a lot of hard work. There are lots of technical things I've learned along the way, everything from coding to the importance of search engine optimisation. I am currently getting to grips with Photoshop and photography to ensure a high standard of content on The Literary Edit. Experience in website or graphic design would be an advantage for aspiring book bloggers but, as with many things, the skills can be self-taught—albeit with a lot of trial and error.

5 What advice would you give to those looking to work in the industry?

You need to be comfortable networking and putting yourself out there—something I've only recently got to grips with. You also need to build your profile and make yourself known in the industry. It's also important to stay on top of trends and who's reading what. But, most of all, you need a real thirst and love for books.

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If you are working in the industry and would like to appear in this column, please email lara.pace@thebookseller.com.