



21st CENTURY CONTENT MARKETING - WITH 'OLD SCHOOL' VALUES

Award-winning career journalist Mike Peake brings time-honoured newsroom writing skills to new content marketing venture, www.blogswithoutblah.com

LONDON, UNITED KINGDOM, April 11, 2014 /EINPresswire.com/ -- "My contacts kept telling me that the only person that they would trust to write their blog was themselves... or me!" says Mike Peake, a 25-year veteran journalist and former Deputy Editor of one-time million-selling magazine FHM, today announcing a new venture aimed at bringing quality, informative blog content to small and medium-sized business websites. "Blogs are such a personal and important thing," adds Peake, "and when people don't have the time, the inclination or the inspiration to do it themselves, it can be hard to know who to trust."

Citing complaints from contacts who were concerned that many SEO companies used keyword-happy writing 'rookies' for company blogs, Peake says that what he will offer will be different. "It's all about the brand," he says. "I've spent much of the last month being trained in keyword research, but what I'm bringing to the table is not just an understanding of keywords but a safe pair of hands, too."

In a typical month, Peake says he has to "step into" more than a dozen different personas for his journalism client base, which currently includes such publications as Harrods magazine, Men's Fitness and Gulf News in Dubai. This ever-changing landscape, he says, enables him to adapt rapidly to whatever style is needed. "You need to be like a chameleon," he says. "You need to quickly understand a company, know their goals, understand their message, and then swiftly distill all this into a quick, appealing blog post that will enlighten the reader and help reinforce the company's reputation within the industry."

Currently in negotiation with several small businesses about the launch of new company blogs, Peake – who works globally, with consultations via Skype – says he hopes to sign up no more than 10 of them lest he spread himself too thin. "By bringing my journalistic experience to the table, I'm hoping that I can help people to keep their websites engaging," he says, "and to eliminate the stress, disappointment and writers' block that all too often comes with company [blogging](#). Everyone knows they need a blog – what I plan to do is make the process child's play."

Notes:

Monthly packages start from £245 / \$400 for four blog postings; a consultancy service aimed at people who need an injection of fresh ideas for their existing blogs is also available. Please see www.blogswithoutblah.com.

ENDS

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