



The Mummy Bloggers

Holly Wainwright

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Sometimes life behind the screen is not as rosy as it seems...

Meet three Mummy Bloggers - each of them followed, idolised, imitated, taunted and trolled online.

Elle Campbell is a glossy, lycra-clad mum with washboard abs, a ten-year plan and a secret past. Abi Black has quit sugar, moved to the country and is homeschooling her kids. Leisel Adams slogs away at her office job each day before rushing home, steeped in guilt, to spend precious moments with her kids before bedtime.

When all three women are nominated for a prestigious blogging award with a hefty cash prize, the scene is set for a brutal and often hilarious battle for hearts, minds-and clicks. As the awards night gets closer, their lies get bigger, their stunts get crazier - and some mistakes from the past become harder and harder to hide.

The Mummy Bloggers is a frank and funny look at the perils and perks of life online.

'The freshest, funniest new voice in fiction since Liane Moriarty.' Mia Freedman

The Mummy Bloggers Details

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From Reader Review The Mummy Bloggers for online ebook

Lee says

I started reading this book with such enthusiasm. After all, a couple of the characters are my age and they mention all types of things I can relate to (even my beloved Thermomix, LOL) but a few chapters in and, to use my internet speak, everything was blah.

The general premise has three bloggers, each quite different despite all specialising in the online parenting arena, vying for a blogging award. The idea that there are such awards sounds insane but, as the book is written by a real life blogger, I assume it's got some basis in reality -- with an obvious addition of some exaggeration. The book pretty much just shows the lengths these three women will go to win the award.

Adding to the plot is the fact that all three bloggers are personally linked. Blogger Elle, the active wear clad perfectionist, is married to Adrian who was married to blogger Abi, the homeschooling gluten-free hippy, who is now the partner of Grace who is the sister of blogger Leisel, the guilt-ridden working mum.

If it seems a little like a soap opera, it is. In fact, you can throw in Leisel's ex-junkie hubby, Elle's mission to avoid her embarrassing white trash family, a crazed knife-wielding stalker/troll and the over-the-top opinions of anti-vaccers to make the book even more like an episode of Melrose Place.

All three main characters were extremely unlikeable. Abi, I guess, was my favourite. Elle was actually too horrible at times to seem real (even though her behaviour was copied from real life people such as Belle Gibson). As I was reading, she reminded me of a character from a Jackie Collins book. You know, the starlet who sleeps her way to the top only to have her small town crazy relatives threaten her lofty ambitions? Blah.

Overall, I felt the novel was lacking in depth, the writing was too basic, and was relying too much on an one pony trick for its entire length.

Average. 3 out of 5

Thank you Allen and Unwin for my copy.

Alicia Huxtable says

This book is a look into just how crazy the internet can be, through the lives, or perceived lives, of 3 woman bloggers. They all have completely separate and different ideas on what is perfect and portray that through blogging to like minded people.....but are they really real women?? Are their lives really perfect?? When it all comes to a head who will be telling the truth??

It was at times an amusing read and I definately enjoyed it

Liza Ratliff says

If you have read all of Liane Moriarty's back catalogue, then you need to read the Mummy Bloggers. It's fresh, feisty, filled with humor and a lot more intrigue than you think.

It will suck you into the world of three women who are all bloggers, all different, and all lead very different lives to what they portray online.

I very rarely sit down and read a book in 3 days, but that is exactly what I did with this one. I got so invested in it. And I really really really hope there is a second one.

Jessica says

Cool concept, which intrigued me at first, although the style of writing was terrible in my opinion. There's so many flashbacks to the point where it was just confusing. Characters that didn't help the plot at all were introduced for no reason which made it even more confusing. And the constant swearing made it a really unenjoyable read, obviously reflecting a lot of anger in Holly.

Reannon Bowen says

Oh this was good!!! As a long time blog reader this was right up my alley & did not disappoint. I know this is fiction but I feel like there's plenty gleaned from the real life blogging world. So while some of the story line feels a little bonkers (Elle is the kind of blogger/instagrammer I stay away from!) I can't help but think it's not too far from reality. A quick, fun page turner.

Amanda - Mrs B's Book Reviews says

*<https://mrsbbookreviews.wordpress.com>

It was only a matter of time before an author was going to take on the mighty and influential world of parenting blogs. Holly Wainwright, the Head of Entertainment of Australia's largest women's lifestyle digital media site, Mamamia and a mum of two, is just the person for the job. Wainwright's debut novel, *The Mummy Bloggers*, delves right into the parenting blogging sphere, revealing a world of high drama, stretched truths, comedy and determination.

When three different parenting bloggers are nominated for a prominent blogging award, which comes with a hefty cash prize, all three vow to do all they can to win. This includes lying, stretching the truth and taking advantage of loved ones. Each blogger needs to collect the most followers and notoriety in the form of 'likes' for their respective blogs, in order to win the prize. Although all three women share their parenting experiences with their followers, they have vastly different approaches to their blogs. Elle Campbell is a blogger who tries to project the image of being the perfect mum, her posts do not share the ugly truth and the hard times behind being a parent. Abi Black is a mummy blogger who has a passion for a no sugar diet and homeschooling. Many of her posts are reflective of her mantra of keeping things as natural as possible. Leisel Adams is perhaps the most authentic of the three women. She takes an honest approach to her parenting blog, she is unafraid to share the trying times and guilt associated with being a working mum in today's age. As the awards loom over the women, it will test their honesty and character, as each vies to get as many supporters as possible. The result is a mixture of hilarity and poignancy.

The Mummy Bloggers, the first feature novel by Holly Wainwright, is a novel that really packs a punch. Don't be fooled by the sweet ice-cream cover! *The Mummy Bloggers* is a book that shocked and surprised

me, while also making me laugh. Most of all, it was a book I could easily relate to, perhaps as I am a keen social media user, a blogger and a parent to two children. The Mummy Bloggers casts a very critical eye over blogging world and modern parenting, all delivered in a witty and observant package.

At the centre of the book are the three mummy bloggers, Abi, Elle and Leisel, who are all vying for the coveted prize of being crowned the best blog. Wainwright's characterisation is one of this book's strengths. Elle is a protagonist who is pretty despicable in her actions. Her determination to come out on top of this blogging competition is unquestionable. Although I don't have anything nice to say about this protagonist, the ugly truth of Elle's character is that there are many Elle's out there blogging and approaching parenting in a glossy way. We are never quite sure with the Elle's in the world what their life is truly like. These bloggers project an image onto social media platforms of perfection, not reality. It definitely gives the reader food for thought in the area of social media.

Competing against Elle is Abi, the loudest and most opinionated of the trio. Abi's agenda is clear, she is a green focussed, mother earth style parent. Her strong viewpoints and her willingness to cause a heated debate or a commotion gets her into a spot of bother in the novel. On the flip side, Abi's character generates many of the humorous moments in the novel. The pickles Abi seems to get herself into and the impact of these situations had me laughing out loud.

The final contender in the mummy blogging war is Leisel. Leisel is a character that many readers will be able to sympathise and relate to. She is the most genuine of the three bloggers. I was able to sympathise greatly with Leisel's situation and I found her viewpoints on parenting the most realistic. Leisel also reminds us of why supporters of these mummy blogs, which I have turned to in the past when my children were much younger, are in existence. They are ultimately devised to provide advice, encouragement and an army of support to those who may be isolated or disconnected from the real life and are struggling with the demands of parenting.

Holly Wainwright builds this novel up to a superb conclusion and I was happy with the final result. The Mummy Bloggers is a scintillating, quick paced and highly topical novel. I was impressed by Holly Wainwright's first novel and I hope that it is just the beginning for this author's foray into fiction. The Mummy Bloggers gets my thumbs up. It is a book I would not hesitate to recommend to all readers, especially if you want an insight into the world of social media.

*I wish to thank Allen & Unwin for providing me with a free copy of this book for review purposes.

Anna says

I have to preface this by saying that, despite what I'm about to write, I adore Holly Wainwright and everything she stands for. I love listening to her podcasted thoughts and that won't change. However, this novel was terrible. A hastily written and poorly edited soup of stereotypes and soapboxing, with a hero character clearly based on the author herself and a villain who is written with so little empathy it comes across as the product of some weird grudge Wainwright seems to have with similar women. Don't get me wrong, there's much to be criticised about that aspect of social media and the flawless-looking influencers that dominate our screens, but much of the story felt immature and like a thinly-veiled excuse for women with wrinkles and a few greys to claim a moral high ground.

Rebecca Bowyer says

I absolutely loved this book - stayed up late reading it, could not put it down. It feels like a book that's been asking to be written for a few years now. Thank you, Holly, for writing it!

In *The Mummy Bloggers*, Holly Wainwright has taken serious parenting issues, combined them with echoes of every online scandal over the past few years and thrown them at the colourful canvas that is the world of competitive 'mummy' blogging.

The result is a very funny story that every parent – and parenting blogger – will enjoy. As the author so eloquently puts it:

Motherhood, as Leisel would later write in her blog, smacked her across the face with a wet nappy.

The Mummy Bloggers is the story of three very different women who all have children, write about their lives online, and are competing for a \$500,000 cash prize in a blogging competition. They have three months to prove to the judges that they have the biggest, most engaged online audience.

Chaos and lies ensue.

If you've ever wanted a behind-the-scenes look at the world of blogging, you'll love this novel. Holly Wainwright has moved among parenting bloggers for several years, most recently as Head of Entertainment at Mamamia.

Personally, I think she's nailed the all-consuming beast that is blogging – a strange mixture of art, marketing, tech, celebrity and mundane, everyday life.

I also really enjoyed this book – I read it two days, staying up waaaaay past my bedtime on the second day to find out who won!

Theresa Smith Writes says

Do you have what it takes to be a blogging superstar? I definitely do not. And after reading *The Mummy Bloggers*, I'm not sure I would even want to go there! This debut novel by Holly Wainwright is both hilarious and shocking in equal measures. There were times I found myself laughing uncontrollably but also feeling guilty about what I was laughing at. It's that kind of novel. Snarky, sarcastic, funny, outrageous, and entirely authentic – kind of like reality TV wrapped up in a book.

I loathed Elle, thought Abi was hilarious, and really loved Leisel. Out of the three, Leisel was the most authentic. Her motivation for blogging was all about fostering connections and establishing a support network for likeminded mums. While her focus was often misplaced, her purpose remained true: to create an influence that counts. She was the character I was most invested in and who I was secretly championing as my chosen winner of the blogging award. #authenticLeisel

There was no possible way to relate to Elle – which was the author's intent – but I was, to be honest, quite

surprised that a person like her would be so popular. Everything about her blog was superficial, self-obsessed and fake. She was totally without a moral compass and there wasn't a single time I felt a shred of empathy towards her. #insufferableElle

Abi, as a blogger, was in some ways just as bad as Elle; she thought nothing of lying online about her beliefs. The more outspoken she could be, the better. Honing in on contentious issues just for the sake of stirring up a hornet's nest was one of her favourite pastimes, followed closely by gleefully watching the fallout online. But unlike Elle, Abi was self-aware, and as time rolled on, her maturity, empathy, and personality prevented her from continuing to push agendas that she was fundamentally opposed to just for the sake of garnering 'likes, comments and shares'. By far the funniest character, she really had me in stitches over and over. #pricelessAbi

In crafting such vastly different characters, varying social media experiences were successfully showcased in a holistic way. Well balanced against each other and well crafted, all three characters shone under their respective spotlights, with a depth and realism that comes from knowing your subject.

For author Holly Wainwright, who is Head Of Entertainment at Mamamia Women's Network, *The Mummy Bloggers* was a story just begging to be told:

"What inspired *The Mummy Bloggers* was watching the current crop of bloggers cross over to become bonafide celebrities. They carry more influence than most people on our TV screens. The impact this kind of sharing has on 'ordinary' mothers is remarkable – from the incredibly positive support networks to the worryingly competitive atmosphere. I began to wonder, 'What does it take to stay so very interesting?' And, 'How much of what we're reading is true?' It seemed to me like a rich area for drama and humour."

In her acknowledgements, Holly Wainwright pays homage to the real 'Mummy Bloggers' out there, the parents who share their lives online:

"There was a time when mothers had to shut up and smile. Now, telling the stories that allow other women to feel just a little more normal, more connected and understood is no small thing. 'Mummy Bloggers' or not, the lives of countless women around the world are a little less isolating because of you."

I feel this sums up the intent of this novel so well. The truth of what we see online is incredibly subjective. The expectations this creates, the unattainable images we have no hope of living up to. And then there's the trolls, those people who hide behind their keyboards and anonymous online identities, spreading their poison daily far and wide. They don't care that their barbed comments are piercing real people. They're 'entitled' to their opinion and they have a right to 'free speech'. Despite this, the heart of blogging and social media beats with a community of like-minded spirits trying to feel a little less alone, a little less judged, and a little more liked, even if it is with people they only know online. I don't think this is a bad thing and I think Holly Wainwright demonstrates this superbly throughout *The Mummy Bloggers*. This novel is my book club pick for this month and I can't wait to get together with the other members to talk about it. I'm ready for some insightful observations! If you enjoyed *Big Little Lies* by Liane Moriarty (which I did), then you will certainly enjoy *The Mummy Bloggers*.

Thanks is extended to Allen and Unwin for providing me with a copy of *The Mummy Bloggers* for review. *The Mummy Bloggers* is book 55 in my 2017 Australian Women Writers Challenge.

Kym says

I enjoyed reading The Mummy Bloggers. I found it engaging as I tried to match the fiction with eerily similar real-life events among the blogging / influencer community. After reading a few heavier books, reading this book was a welcome, leisurely read.

Uci says

Three women. Three blogs. So many lies. . .

Elle (blog "The Stylish Mumma") profil ibu sempurna dengan suami sukses, anak-anak menawan, rumah indah berkilauan, dan penampilan bak model.

Abi (blog "The Green Diva") ibu hippie penganut gaya hidup alami tanpa bahan kimia dan polesan, penentang dominasi laki-laki dan tak pernah ragu bersuara lantang.

Leisel (blog "The Working Mom") ibu pekerja yang selalu kesulitan membagi waktu antara anak dan pekerjaan, tulang punggung keluarga yang tak pernah merasa cukup baik untuk keluarganya.

Tiga perempuan berbeda dengan gaya bermedsos yang jauh berbeda, dan barisan follower setia masing-masing. Saat ketiganya dinominasikan untuk blogger terbaik kategori parenting, dimulailah kegilaan yang sudah menjadi pengetahuan umum di dunia medsos: sejauh apa risiko yang berani kita ambil demi konten dahsyat dan banjir respons dari follower?

Ini novel yang ringan dengan tema yang begitu akrab dengan keseharian kita, tapi ada makna lebih dalam yang hendak disampaikan penulis. Tentang batas yang semakin tipis antara dunia maya dan nyata, membuat banyak orang kerap tersesat. Juga tentang kesetaraan peran laki-laki dan perempuan.

Karakter-karakternya memang agak terlalu gamblang, menurut saya, sehingga dari awal kita sudah "digiring" untuk lebih menyukai salah satu karakter. Begitu pula kaitan antara ketiganya yang sangat kebetulan. Tapi secara keseluruhan tetap menarik untuk dibaca dan direnungkan.

Shelly says

Well as an amateur part-time blogger (though not a "mummy" blogger) and a bit of an Instagram nut, this was a book that caught my attention. There are a lot of bloggers out there that would have you believe they chucked in the nine to five and "took a risk" and are now living the dream earning full-time livings from their travel; wellness; health; fitness, mummy..insert other "passion"; blogs

You have to wonder.. just how close or how far from the truth are these lifestyle entrepreneurs. In The Mummy Bloggers, Holly Wainwright gives you a glimpse into their lives and it is somewhat hilarious yet terrifying all at the same time!

Her debut novel paints a warning that not everything is always as it seems, and the lengths bloggers might go to to portray their perfect online persona that will grow their popularity and notoriety.

In a world where you live or die by your number of likes, nothing is off the table, exaggeration, bending the truth and outright deceit are the name of the game.

Central to the book are three "mummy Bloggers"; Elle, who projects the image of a perfect glossy yummy mummy who takes everything in her stride; Abi, the epitome of the alternative hippy, toxic free mother living with her supportive girlfriend and co-parenting each others children from previous relationships; and finally Leisel perhaps the most authentic of the three who tells motherhood how it is - warts and all.

As a prestigious awards night approaches, for which all three have been nominated the shenanigans begin. And no one is safe.

The story serves as a reminder that what we see and what is portrayed online - is often at best a filtered version of the best bits of someone's life and at worse - entirely make believe.

Either way this was actually quite a fun and at times shocking - in the "OMG did she really do that way".

Looking forward to the next offering from Holly Wainwright.

? Jasmin ? says

Okay, so I saw this book laying around Big W so many times that I thought that I had to pick it up. The cover and the tagline intrigued me.

According to the back cover, Wainwright's writing is similar of Liane Moriarty's and I think that's just so insulting to Moriarty's craft. I've read four out of seven of her books and she has solid writing, time and time again. The writing to me was so poor in this book. It felt like an editor needed to re-read this book and then re-read it again. So many sentences didn't make sense and that took away from my overall enjoyment. Now, the ending. What the fuck was that? It's almost like I suffered through 330+ pages for a cop out. Highly unimpressed and now I don't think I'll be swayed into purchasing a book simply because it's been praised for writing that it certainly doesn't have.

Ashleigh says

I loved the Mummy Bloggers! The characters and their exploits were highly entertaining. I found myself wanting to quickly finish the story to see what happens next, while at the same time trying to pace myself and enjoy the ride. Our 3 main characters are pitted against one another for the prestigious Blog-ahh's award that comes with a hefty cash prize and opportunities to transform blogging into big business. I found the PR world fascinating, it was interesting to learn a little about building a brand through image. The themes surrounding social media are so relevant in contemporary culture. Some of the antics on social media were hilarious and some had me shaking my head in disapproval. Judgemental me I know! Being in the parenting game myself I have found the early years to be somewhat competitive and I find it amusing that mothering has once again reached even greater levels of competition.

Elle is known as the 'Stylish Mumma' and her posts are intended to be aspirational. Elle appears to have it all; a loving husband, healthy and happy children, a beautiful perfectly clean home and a toned and flawless body. This is what she shows to the world however life is not as it seems.

Abi the 'Green Diva' is an Earth mother promoting healthy organic living. She has gone so far as to

condemn vaccination. Merely posting about eating a processed meat pie will send her followers into a tizzy.

Leisel is 'The Working Mum' who spends 10 hour days in the office, reporting to a boss significantly younger than herself. She is the primary income earner for her family and has aspirations of being in a better financial position.

Let the games begin!!!

Kat says

Recommended to fans of Liane Moriarty, or online Blog readers!

Don't be fooled into thinking this is just another 'chick-lit' title, this Melbourne/Victoria based fiction novel actually has some depth to it, although written in a generally humorous manner.

We get to follow 3 very different Aussie mums as they go about their lives & Blog about them to their many Followers - however is the life they each Blog about actually representative of their reality?

Let's face it, most of us exaggerate about some things on our Online Profiles & might make things a little more rose-coloured than they are, but how soon does it devolve into actual lies? Added to which, how far would you go to win a cash prize?

Filled with genuine issues faced by today's modern mothers, but written in an entertaining way, I also loved the rather satisfying ending.
