



CASSIE FAIRY

Cassie lives beside the Suffolk coast and runs successful blog My Thrifty Life

When did you decide to set up your blog and why?

I set up my blog in 2010 after finishing my Masters in Lifestyle Promotion Studies. I wanted to develop my skills as a professional writer and I used the blog to practice daily article writing, in the same way that an artist uses a sketchbook. It was also great to be able to reach an audience online and pass on my ideas for living a thrifty life. It soon became somewhere to share all the DIY, sewing and upcycling projects I was working on at home, and a space where readers could get involved and share their own money-saving tips and ideas.

Your blog is about thrifty living, is this something you've always been passionate about?

I am extremely passionate about thrifty living. It began when I was living on a student budget and it soon became a way of life for me. Now, I can't help opting for the money-saving option every time! Living thriftily doesn't mean missing out on the lovely things in life, it simply helps you to reduce day-to-day expenses. Having less outgoings enables you to work fewer hours or save excess earnings for future events and travel. It's been great for me; I've managed to finance my degree and masters, get married and buy my first home by cutting-costs and putting aside the savings I've made.

You work with a number of charities and brands on your blog, what do you look for in a collaborator?

It's essential that the projects I work on enable me to share money-saving tips or practical projects with the readers of my blog. I really enjoy working with charities to upcycle donated items, creating a variety of projects from Christmas decorations to soft furnishings and

handmade gifts. I've been a volunteer contributor to the Oxfam Fashion blog for five years and I love coming up with new ways to customise and tailor second hand clothing.

How long have you lived in Suffolk and what attracted you to the area?

I grew up in Suffolk and have only lived away for a few years when I went to university in the north west. Since moving back to Suffolk I've rediscovered the county and I thoroughly enjoy going for countryside walks and exploring the coast.

favourites...

Place

Snappe Maltings for the walks, markets, art exhibitions and, of course, the proms.

To shop

Woodbridge - I love all the independent stores and the abundance of charity shops!

To eat

The Badingham White Horse

Pub

The Sweffing White Horse

To run/walk

Along the promenade at Aldeburgh or Southwold

Hidden gem

Vintage Mischief in Beccles - so many things in my home are from Vintage Mischief.

What's been your biggest achievement and biggest challenge about blogging fulltime?

I've been lucky enough to be recognised in a few national and international writing competitions, including winning Most Innovative Blog at the UK Blog Awards. I still look at the awards on my shelf and double-check that they do actually have my name on them! The biggest challenge of blogging full time is taking a break from it. I can work anywhere and at any time - as long as I can get online! - so it can be tempting to work from dawn til dusk.

If you could go back and give yourself a piece of advice when you started blogging what would it be?

Start daily blogging sooner, as it's a great way to practice article writing and will help the blog to grow quickly. Also, my advice to new bloggers is to make sure that you choose to write about a subject that interests you. If you're not passionate about the topic, you'll lose interest in it over time. **R**

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