

MicroDomination: How to Leverage Social Media and Content Marketing to Build a Mini-Business Empire Around Your Personal Brand



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Reviews

Thorough information! Its such a excellent read. It is really simplistic but unexpected situations within the fifty percent of your pdf. Once you begin to read the book, it is extremely difficult to leave it before concluding.
(Johnathon Moore)

MICRODOMINATION: HOW TO LEVERAGE SOCIAL MEDIA AND CONTENT MARKETING TO BUILD A MINI-BUSINESS EMPIRE AROUND YOUR PERSONAL BRAND

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John Wiley & Sons Inc. Paperback. Book Condition: new. BRAND NEW, MicroDomination: How to Leverage Social Media and Content Marketing to Build a Mini-Business Empire Around Your Personal Brand, Trevor Young, How to harness your passion, develop your platform, and build a community of fans to sustain your micro-business If you dream of launching your own business, but aren't sure what that business should be, microDomination has the answer. This new book from entrepreneur and communications guru Trevor Young, shows you how to tap into your particular area of expertise and build a small business around what you know and love. No matter what particular subject you're knowledgeable in, from dog training to cooking to financial planning, microDomination shows you how to build a brand around yourself and turn that brand and expertise into profits even from the comfort of your own home. In the first part of the book, Young uses real-life examples to introduce you to the businesspeople or "micro mavens" who are living their dreams and earning money doing what they love. The second part of the book reveals the nuts-and-bolts strategies and tactics you can use to emulate their success and achieve your goal of "microdominating." * Includes inspirational case studies and practical advice on starting a micro-business based on your talent or expertise * Features actionable guidance on using content marketing and social media to grow your brand and business * Written by a leading thinker in the fields of public relations, marketing, and communications If you're stuck in a dead-end job or just dream of turning your hobby into a business, microDomination gives you a proven plan for turning your passion into prosperity.



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