

[Download free ebook] Branding for Bloggers: Tips to Grow Your Online Audience and Maximize Your Income

Branding for Bloggers: Tips to Grow Your Online Audience and Maximize Your Income

*New York Institute of Career Development
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New York Institute of Career Development : Branding for Bloggers: Tips to Grow Your Online Audience and Maximize Your Income before purchasing it in order to gauge whether or not it would be worth my time, and all praised Branding for Bloggers: Tips to Grow Your Online Audience and Maximize Your Income:

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5 of 7 people found the following review helpful. Helps Overcome Branding Confusion
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The first half of the book is the better than the rest. I learned a lot and shared it with clients. The key message -- branding -- is often misunderstood. This book helps overcome the problem

There are more than 54,000 new blogs started every day around the world. The stark reality is that most will fail because bloggers don't have enough information on marketing themselves. The key to any successful marketing plan is a strong brand. Branding for Bloggers features tried-and-true, it-worked-for-me methods of branding from a rich mix of professional bloggers and branding experts. Bloggers will learn how to define their brand, establish it to grow the reach of their blog, and use their new brand identities to start earning money online.

About the Author
New York Institute of Career Development is uniquely positioned to coach both beginning and experienced bloggers. The school teaches blogging to students all over the world via their home-study course, "The Complete Course in Professional Blogging." Zach Heller is a blogger and marketing professional dedicated to marketing communications in the digital age. Zach's style blends the no-nonsense ethic of successful businesses with the originality and spark of creative entrepreneurship. His projects include a director of marketing blog at Distance Education Co. in New York City, and his own marketing blog at ZachHellerMarketing.com. He is the author of the book The Fundamentals of Email Marketing: 7 Things You Need to Know to Achieve Success. He lives in New York City.