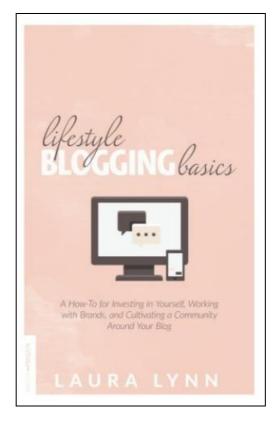
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## LIFESTYLE BLOGGING BASICS: A HOW-TO FOR INVESTING IN YOURSELF, WORKING WITH BRANDS, AND CULTIVATING A COMMUNITY AROUND YOUR BLOG (PAPERBACK)



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Createspace Independent Publishing Platform, 2017. Paperback. Condition: New. Language: English. Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*\*. In this how-to guide for lifestyle blogging basics, Laura breaks down how she got started with her first blog, how she progressed to where she is now, and what failed attempts at success she made along the way. The book begins with Laura covering the essential groundwork of discovering your niche, defining your content categories, choosing a blog name, selecting a platform, and creating a healthy and attainable blogging routine. Then, she takes a deep dive into describing the the most effective ways to invest in yourself and your blog by explaining the importance of quality design, high resolution photos, email marketing services, and more. You Il also learn how to partner and collaborate with brands by building an online media kit, how to promote your blog on social media, and how to create a thriving community around your blog that will stand the test of time.

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