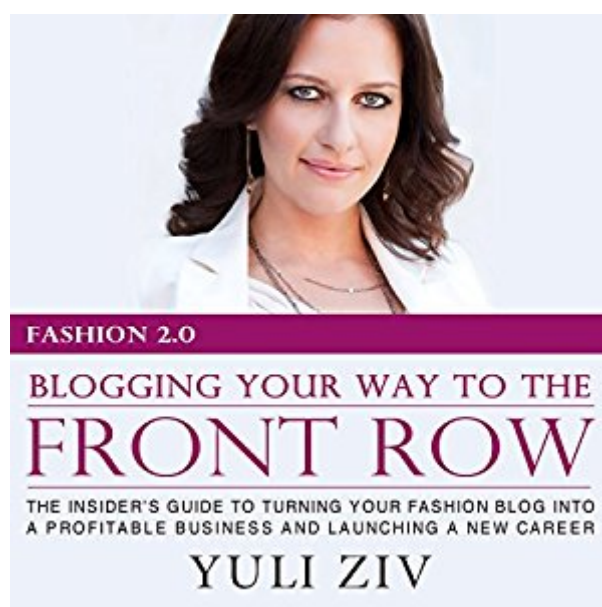


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# Fashion 2.0: Blogging Your Way To The Front Row: The Insider's Guide To Turning Your Fashion Blog Into A Profitable Business And Launching A New Career



## Synopsis

In this first of its kind insider's guide, Yuli Ziv, Style Coalition's founder, reveals the secrets behind her own online success and that of her network, which represents more than 200 top fashion and beauty bloggers. You will find practical business advice on how to: Brand yourself as a top blogger and sought-after influencer Build valuable relationships with PR companies and brands Secure invitations to important industry events Work with advertising networks Develop new revenue streams Land spokesperson deals and large scale sponsorships Position yourself at the forefront of the fashion blogosphere Full of helpful resources and inspirational chapters by top fashion bloggers What I Wore, College Fashion, Gala Darling, Second City Style and Corporette, the book is packed with all the advice and motivation you need to take your blogging career to the next level!

## Book Information

Audible Audio Edition

Listening Length: 3 hours and 2 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Yuli Ziv

Audible.com Release Date: May 5, 2016

Language: English

ASIN: B01F68VSC4

Best Sellers Rank: #15 in Books > Audible Audiobooks > Nonfiction > Lifestyle & Home > Crafts & Hobbies #79 in Books > Computers & Technology > Internet & Social Media > Blogging & Blogs #192 in Books > Audible Audiobooks > Nonfiction > Computers

## Customer Reviews

If you are serious about blogging as a long term hobby or career and you want to know all the in's and out's then this is the book for you! I've bought and read over a dozen blogging books before and nothing was as informative and well written as this one. It is concise and to the point. Really, I could have skipped all those other books and just read this one. It thoroughly explains topics like credibility, legal jargon, connecting with brands, creating readership, managing social networks, building buzz about your blog, advertising, creating a rate card, getting into fashion week, what topics to write about, etc. I think this book is far better than the others I've read because;1. It is short and to the point which keeps your interest2. It is arranged very well with a lot of helpful category headings so you can quickly reference sections3. She covers monetary topics that no other book I

have seen covers AND she covers them very well<sup>4</sup>. She writes under the assumption that you already know how to use the internet and have some understanding of blogging and social networks, which if you are interested in blogging you probably do. So many other books are glorified tutorials on how to use the internet. It is as if they are written for people who have never even turned on a computer before. I don't need to read 100+ pages walking me through in painful detail how to create a blog on BlogSpot, it is self explanatory. Yuli knows her audience, accurately assumes most of their backgrounds with tech and the internet, and does not speak down to them.<sup>5</sup> It helps you create a blogging plan you can feel confident about and stick to it. In short, if you are getting a book on blogging, want to spruce up your current blog, or make blogging a profitable use of your time get this book! You can skip the rest.

I just finished reading this book, which only took me a few short hours and I loved it. As a fashion blogger myself, I found it so helpful. Get your highlighters and pens ready! Yuli gives great tactical advice for bloggers. I found myself marking up the pages with lots of notes. She provides her insider knowledge that she has gained after years of experience. I especially found the Fashion Week section helpful because she explained how to approach them if your registration gets declined at first. It is possible to get in! She interviews success stories such as Gala Darling and What I Wore. I love how she pointed out that we (bloggers) are all in this together. When you work with brands or go to Fashion Week, remember you are still representing all bloggers. So if they have a bad experience with you, they'll assume all bloggers are unprofessional. And yes most still think we work in our pajamas. If you are serious about blogging then this book should be your bible. Are you going to pick up this book? You better!

I've recommended this book to every blogger that I know. The fun and frustrating thing about blogging is that there is always something new to learn. It's frustrating, because there are so many changes and we have to keep up with analytics, Facebook, Google and more. It's fun, because of books like this one. Someone I respect recommended this book to me and I devoured it. Twice. I love reading a new take on blogging from a professional. Although there were many things that I knew, it was great to revisit the advice AND see it from a different point of view. I walked away from this book with a lot of new methods that I put into place immediately. I have a better understanding of how PR professionals work and how to best view my blog as a business. And the best part are the examples - Yuli Ziv interviewed professional bloggers so it wasn't just her words; it was a community of bloggers sharing their best advice. The examples are based in the fashion blogging

niche, but all can be adapted to anyone's niche. I highly recommend this book to anyone who sees their blog as more than a hobby (or would like to). Get your highlighter. Kimberly Gauthier, *Keep the Tail Wagging*

This book has great information about fashion and style blogging, but it will probably be of most help to the people who seriously want to 1) Make money from blogging (Not just make money; have the blog be the job) 2) are new-ish to blogging and 3) live near/ are a part of/ desire to be a part of the Fashion Industry as it exists with runways and magazines. Still, the author definitely knows what she is talking about and also includes several interviews from other fashion bloggers that are insightful too. There are many books about blogging, but not many about fashion or style blogging specifically and I think it is a unique niche in some ways that different blogging tactics are required. Therefore, for fashion or style bloggers, this is probably worth a read.

I purchased Yuli's *Fashion 2.0* for research and ideas on how to support my creative coaching clients who use blogging and social media to promote their business. Her book is now my favorite blogging book of the year! Why? She provides a clear and concise blueprint for finding and following your passion as a blogger, entrepreneur, speaker, and writer; building relationships and communities of support; developing revenue streams; and pursuing business opportunities. When I started reading the book, I did not consider myself a fashion or lifestyle blogger. Midway through the book, I realized that I do have a passion for fashion, style, and lifestyle. I used Yuli's wisdom and written exercises to develop an outline of a lifestyle blog I plan to launch in 2013 (will do a soft launch in 2012). I highly recommend *Fashion 2.0* for fashion and lifestyle bloggers, all bloggers, and entrepreneurs who want to use their blog to promote their business and build relationships. *Fashion 2.0* is FABULOUS! Thanks Yuli for creating such an amazing book!

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