




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

YULI ZIV



WITH ADVICE  
AND INSPIRATION  
FROM POWER BLOGGERS  
WHAT I WORE, COLLEGE  
FASHION, DALLA DARLING,  
SECOND CITY STYLE AND  
COMPANIES

Yuli Ziv

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, Vol. 1



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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, in partnership with Hearst publications. You will see practical business information on how to:

- Brand yourself as a top blogger and sought-after influencer
- Build valuable human relationships with PR companies and brands
- Protected invitations to important sector events
- Use advertising networks
- Develop brand-new revenue streams
- Land spokesperson deals and huge scale sponsorships
- Placement yourself at the forefront of the style blogosphere

Filled with action driven exercises, helpful resources and inspirational chapters by top style bloggers What I Wore, College Fashion, Gala Darling, Second Town Design and Corporette, the reserve is packed with all the advice and motivation you should take your running a blog career to the next level!



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This is THE book for serious bloggers! Still, the author definitely knows what she actually is talking about and in addition includes several interviews from other fashion bloggers that are insightful too. The fun and annoying thing about blogging is usually that there surely is always something new to learn. It is concise and to the point. Really, I possibly could have skipped those additional books and simply read this one. It completely explains topics like credibility, legal jargon, linking with brands, creating readership, managing social networks, building buzz about your blog, advertising, creating a rate card, getting into fashion week, what topics to create about, etc. I really like reading a new undertake blogging from a specialist.<sup>1</sup> So many other books are glorified tutorials on how to use the internet. It really is arranged very well with a whole lot of useful category headings so you can quickly reference sections<sup>3</sup>. She covers monetary topics that no various other book I have seen addresses AND she addresses them very well<sup>4</sup>. It really is both very beneficial and inspirational. It is short and to the point which will keep your interest<sup>2</sup>. It really is as if they are written for people who possess never even turned on a computer before. I don't need to read 100+ web pages walking me through in painful detail how to create a blog page on BlogSpot, it really is personal explanatory. Yuli knows her target audience, accurately assumes most of their backgrounds with tech and the web, and will not speak down to them.<sup>5</sup> Go through halfway to realize the regurgitated articles from other bloggers. In short, if you are getting a book on blogging, want to liven up your current blog, or make blogging a lucrative use of your time get this book! You can skip the rest. have your blog be the job) 2) are new-ish to blogging and 3) live near/ are a component of/ need to be a component of the style Industry as it exists with runways and publications. I've bought and study a dozen running a blog books before and nothing was as informative and well crafted as this one. It's annoying, because there are so many changes and we have to match analytics, Facebook, Google and even more. Useful Information for just about any For-Profit Blogger This book contains useful information for just about any blogger who would like to make a living with a for-profit blog or website. To my dismay, none of the two were found on the interviewed bloggers or author's page. Twice. I think this book is far better compared to the others I've read because; Although there have been a lot of things that I knew, it had been great to revisit the information AND view it from a different perspective. The author covers topics such as for example planning, content, romantic relationships, and revenue in depth and interesting prose. I have an improved understand of how PR specialists work and how to best view my blog page as a business. And the very best part are the illustrations - Yuli Ziv interviewed professional bloggers so it wasn't simply her words; it had been a community of bloggers sharing their best suggestions. The examples are located in the style blogging niche, but all could be adapted to anyone's niche. I highly recommend this book to anyone who sees their blog as more than a hobby (or want to). Obtain your highlighter. Seek more information before buying the book.. The reserve is divided in 4 distinct chapters: - Planning - Content material - Relationship - Revenue The layout of the book makes it easy to read also to digest. that is it. There are some spelling and grammar errors, however, not too many to be a problem. I purchased it as a gift for a young woman who includes a fashion blog but doesn't know how to make money from it. The book is well laid out, concisely written, and seems to cover every relevant aspect of fashion blogging. The author provides solid, useful, down-to-earth advice, while staying upbeat and inspirational. I would definitely recommend this publication to any style blogger, of any age. Even if her advise is normally meaningful, it lacks validation therefore i would not bother reading beyond a few webpages. Great book for Fashion or Style bloggers looking to go pro This book has great information regarding fashion

and style blogging, but it will probably be of most help to the individuals who seriously want to 1 1) Earn money from blogging (Not just make money; ESSENTIAL Read if Your Blog (any niche) is A lot more than Just a Hobby I've recommended this reserve to every blogger that I know. If you are seriously interested in blogging as an extended term hobby or career and you need to know all the in's and out's then this is the book for you personally! There are many books about blogging, however, not many about fashion or style blogging specifically and I believe it is a distinctive niche in some ways that different blogging tactics are required. Five Stars Loved it, great reference for everyone who wants to get in to blogging. This Book DOES WORK! I bought this book over two years ago when I 1st began my fashion blog page and it was an ideal guidebook to launching and sustaining my blog page. I launched my blog and a year afterwards I was sitting second row at New York Style Week! The reason I've rated this four stars may be the price. I walked from this publication with a lot of new strategies that I put into place instantly. This book gave me a head start as a fashion blogger and I would recommend it to anyone who's considering starting their own blog or who is looking to enhance their blog. It's fun, due to books such as this one. The most valuable information is about how exactly to select and work with clients for your target niche. This includes definitions; FOLLOW EVERY Phrase apply it differently based on your Niche First class read very impressed how this is relevant to today's growing business in blogging I really enjoyed reading this publication which is full of great advices I really enjoyed scanning this reserve which is filled with great advices, valuable insights and personal views and opinions on today's blogging industry and its main stakeholders. You will get good tips about how exactly to set prices so when your readership is usually large enough to seek out suppliers with which you'd like to function. There also is specific information about navigating the world of NEW YORK fashion insiders. We write business manuals and teach others how to turn hobbies into businesses, which means this book is correct up my alley. The book is organized masterfully with a straightforward to reference Table of Contents. I suspect I could have ferreted out a great deal of this information free of charge, but I chose to obtain it in the efficiently organized format of this book. You will need to judge for yourself whether my cavil over price is warranted. A treasure of blogging business knowledge Recommend this to any aspiring blogger. I am using this as a reference since it is packed with so much valuable information. An easy read on an overwhelming subject Yuli were able to cover blogging from A to Z and made it easy for even an overwhelmed beginner to know what their next thing should be. It might sound shallow, but businesses are run by quantities and in this case number of fans. for example, sponsored articles versus paid advertisements. This publication taught me a lot of things even though I was not really thinking about the fashion industry at first. Yuli is sharing a lot of personal experiences making the read very much worth it, as it seems like you're obtaining advices from a close friend who does not keep referencing extremely general info but on the other hand who wants to make sure you get the very best out of your energy spent with him and who does not fear to let you know things the method they really are even if embarrassing ! She writes beneath the assumption that you know how to make an online search and have some knowledge of blogging and social networks, which if you are thinking about blogging you probably do. This reserve will assist you to know all of the in's and out's to start out a profession in this field!. Not really a guide to front side row! Bought this publication to obtain an insight from insider's perspective since I am not from that market. It can help you create a blogging program you can feel assured about and stick to it. The bloggers interviewed in the reserve, who are supposedly well-known, barely have any supporters. I'm

anxious to check on off the "action products" one at a time watching my blog grow. You'll want to get advise about running a successful blog business from somebody who atleast includes a decent number of followers and a great content. Someone We respect recommended this book to me and I devoured it. Much of the information pertains to other styles of blogs aswell. My advise, if you are a beginner in fashion blogging, don't choose someone who is just preaching but not practicing. Kimberly Gauthier, Keep the Tail Wagging In the event that you could only buy one book on the subject. Very Informative & Direct This book is informative and direct. It really is a great reference for anyone considering starting a blog page. It covers all aspects of running a blog! Great read! Therefore, for fashion or design bloggers, that is probably worth a read.



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