



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

New York Institute of Career Development

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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.

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