



## MicroDomination: How to Leverage Social Media and Content Marketing to Build a Mini-Business Empire Around Your Personal Brand

By Trevor Young

John Wiley & Sons Inc. Paperback. Book Condition: new. BRAND NEW, MicroDomination: How to Leverage Social Media and Content Marketing to Build a Mini-Business Empire Around Your Personal Brand, Trevor Young, How to harness your passion, develop your platform, and build a community of fans to sustain your micro-business If you dream of launching your own business, but aren't sure what that business should be, microDomination has the answer. This new book from entrepreneur and communications guru Trevor Young, shows you how to tap into your particular area of expertise and build a small business around what you know and love. No matter what particular subject you're knowledgeable in, from dog training to cooking to financial planning, microDomination shows you how to build a brand around yourself and turn that brand and expertise into profits even from the comfort of your own home. In the first part of the book, Young uses real-life examples to introduce you to the businesspeople or "micro mavens" who are living their dreams and earning money doing what they love. The second part of the book reveals the nuts-and-bolts strategies and tactics you can use to emulate their success and achieve your goal of "microdominating."...



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