



The Power of Influence: The Easy Way to Make Money Online

By Sarah Prout

Times Group Books, New Delhi, India, 2012. Softcover. Book Condition: New. First Edition. The internet offers a wondrous world of possibilities for anyone with an entrepreneurial streak, including the chance to gain international recognition and influence without even leaving the house! Social media platforms such as Twitter and Facebook make it possible to leverage the most powerful marketing tool available-you!-no technical wizardry or design savvy required. In this candid and accessible book, internet entrepreneur Sarah Prout reveals how anyone, with any level of experience, can build a successful online business and harness the power of influence with social media. She shares her tried-and-tested methods for networking and attracting subscribers and followers, debunks social media myths, road-tests a range of different business models, and gives you all the inspiration and power tips you'll need to get your online business-and bank account-thriving in no time. Printed Pages: 198.



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