WHAT IT MEANS TO BE A

BLOGGER

(AND PODCASTER, WRITER, INSTAGRAMMER, YOUTUBER, ETC.)



FADRA NALLY

- Lifestyle Blogger at <u>AllThingsFadra.com</u>
- Travel Writer at <u>ShesOnTheGo.com</u>
- Entertainment Podcaster at <u>StingerPodcast.com</u>



BRANDS I'VE WORKED WITH

























A SIMON CENTER













WHAT DOES A CAREER IN BLOGGING LOOK LIKE?

- Blogger = Influencer = Content Creator
- You do it all:
 - Writing
 - Photography
 - Videography
 - Graphic Design
 - Marketing
 - Promotion



SO WHO HIRES YOU?

- Work directly with brands
- Work with PR agencies
- Work with Influencer agencies
- PITCH YOURSELF!



HOW MUCH MONEY DO YOU MAKE?

The better question is how do you make money.

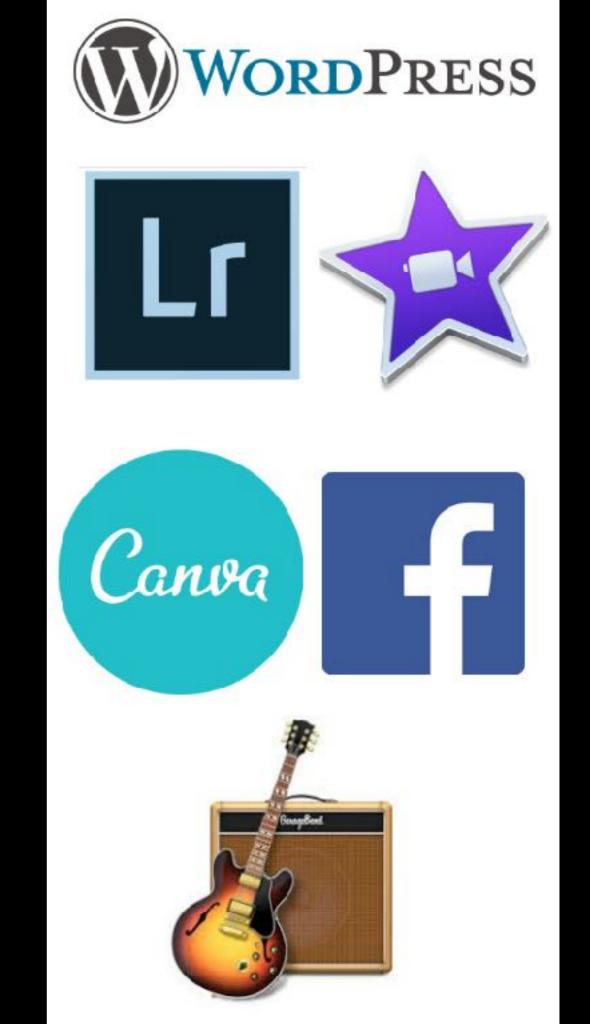
How much is up to you...

- Sponsorship
- Reviews
- Press Trips

- Advertising
- Affiliate Marketing
- Side Hustle

HOW DO YOU GET STARTED?

- ZERO barriers to entry
- Sharpen your technical skills
- Build your platform
- Think about future career paths



BUILDING YOUR SKILLS

- 1. Go to college!
- 2. Become a good writer and communicator.
- 3. Study something that will enhance your potential career path.
- 4. Focus on skills that will translate to another field.
- 5. Learn people skills!

ONE FINAL NOTE

- Always assume online is forever.
- Don't put your entire life out there for everyone to see (and SCRUTINIZE).
- What you think is private never is.
- STAY LEGAL! This includes images, words, and music, among other things.



QUESTIONS?

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