

WHAT IT MEANS TO BE A

# BLOGGER

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



# FADRA NALLY

- Lifestyle Blogger at [AllThingsFadra.com](http://AllThingsFadra.com)
- Travel Writer at [ShesOnTheGo.com](http://ShesOnTheGo.com)
- Entertainment Podcaster at [StingerPodcast.com](http://StingerPodcast.com)



# BRANDS I'VE WORKED WITH



# 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
- Advertising
- Reviews
- Affiliate Marketing
- Press Trips
- 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.

Let  
™  
be your best friend.

# QUESTIONS?

Fadra Nally

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Presentation notes: [allthingsfadra.com/LHS2017](http://allthingsfadra.com/LHS2017)