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BUILDING YOUR PERSONAL BRAND
IN THE AGE OF SOCIAL MEDIA



The blueprint to manage and monetize
your influence as a content creator

BRITTANY HENNESSY

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Building Your Personal
Brand in the Age of Social
Media (pdf) Brittany
Hennessy**

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Synopsis book

"I highly advise anyone who has an interest in life online to get this book, sit down, and take notes because you're going to want to hear what Brittany has to say." -Iskra Lawrence, Aerie Model and Instagram star (@iskra) If you've ever scrolled through your Instagram feed and thought, I wear clothes, eat avocado toast and like sunsets, why can't someone pay me to live my best life? this book is for you . . . Every one of your favorite influencers started with zero followers and had to make a lot of mistakes to get where they are today--earning more money each year than their parents made in the last decade. But to become a top creator, you need to understand the strategies behind the Insta-ready lifestyle . . . As nightlife blogger, then social media strategist, and now Senior Director of Influencer Strategy and Talent Partnerships at Hearst Magazines Digital Media, Brittany Hennessy has seen the role of influencers evolve and expand into something that few could have imagined

Influencer: Building Your Personal Brand in the Age of Social Media by Brittany Hennessy

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