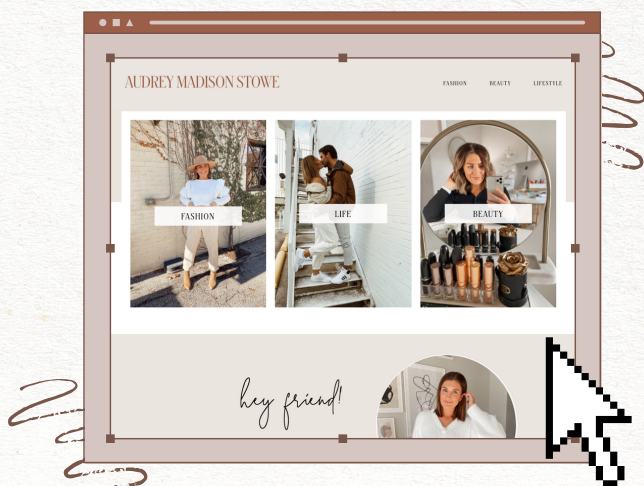


AUDREY MADISON
Stowe

HOW TO

MAKE YOUR BLOG
A BUSINESS



YOU'VE STARTED YOUR BLOG
& GOT IT GOING — NOW WHAT?

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INTRO

hey, y'all

I AM SO GLAD YOU STUMBLED UPON THIS. MY NAME IS AUDREY AND I'VE BEEN BLOGGING FOR A LITTLE OVER FIVE YEARS NOW. IN MARCH OF 2018, I QUIT MY JOB IN PUBLIC RELATIONS TO PURSUE MY BLOG FULL-TIME. CHANCES ARE, YOU BOUGHT THIS BECAUSE YOU HAVE YOUR BLOG STARTED AND ARE READY TO MAKE IT A BUSINESS.

I am here to help you do that.

CREATING A BUSINESS ON THE INTERNET IS VERY COMMON NOWADAYS AND IS FAIRLY EASY! I'VE SHARED MANY BLOGGING TIPS OVER THE YEARS ON MY PERSONAL BLOG BUT I WANTED TO OFFER SOME HELPFUL INSIGHT TO THOSE OF YOU READY TO TAKE THE NEXT STEP.

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FIRST THINGS FIRST

I RECOMMEND TAKING A FEW MONTHS TO GAIN AN AUDIENCE. AFTER YOU'VE STARTED BUILDING, KEEP THESE QUESTIONS IN MIND...

"WHO IS MY TARGET AUDIENCE?"

"WHAT CAN I OFFER TO BRANDS?"

P. S. WE ALL HAVE AN INFLUENCE NO MATTER WHAT SIZE OUR FOLLOWING MIGHT BE.

If you have a smaller following:...

SELL THE FACT YOU CAN OFFER AMAZING PRODUCT PHOTOS AND CONTENT FOR THEM TO RE-USE.

SELL YOURSELF! SHARE INFORMATION ABOUT YOUR AUDIENCE & HOW COLLABORATING WITH YOU WOULD BE BENEFICIAL FOR THE BRAND BECAUSE ____ AND ____.

THINK AND ACT LIKE A BUSINESS EVEN IF YOU'RE NOT THERE YET. REMEMBER, YOU SHOULD ALWAYS CHARGE FOR YOUR WORK.

now what?

TOP FIVE GROWTH TIPS

1. UTILIZE EVERYTHING

MAKE THE MOST OF ALL FORMS OF SOCIAL MEDIA AND MARKETING SITES.

DON'T PUT ALL YOUR EGGS INTO ONE BASKET! I LIKE TO SPREAD MY TIME OUT ACROSS ALL OF THE SOCIAL MEDIA PLATFORMS I AM ACTIVE ON. IF YOU PUT ALL YOUR TIME INTO INSTAGRAM, YOU MAY GROW FASTER. BUT, IF INSTAGRAM DISAPPEARS TOMORROW, THEN ALL YOUR WORK IS GONE. BY UTILIZING OTHER PLATFORMS, YOU WILL STILL HAVE CONTROL OVER MAINTAINING YOUR ONLINE PRESENCE. PLUS, PEOPLE CAN DISCOVER YOU ON ANOTHER PLATFORM AND IT COULD LEAD TO NEW FOLLOWS ELSEWHERE. HERE ARE SOME EXAMPLES AND HOW I WORK ON ALL OF THEM:

- SOCIAL SITES I'M ON: TIKTOK, PINTEREST, NEWSLETTERS, FACEBOOK, YOUTUBE, ETC.
- HAVING MULTIPLE PLATFORMS CAN BE OVERWHELMING BUT HAVING AN ORGANIZED, CLEAR CONTENT CALENDAR HELPS WITH THIS.
- AIM TO HAVE 1-2 TIKTOKS A WEEK, SCHEDULE PINS & FACEBOOK POSTS FOR THE WEEK, & MAYBE CREATE A YOUTUBE VIDEO EVERY FEW WEEKS.

2. AUDIENCE CONNECTION

TAKE TIME TO CONNECT DEEPLY WITH YOUR AUDIENCE.

DON'T SPEND YOUR ENERGY JUST TRYING TO GET TO THE NEXT NUMBER AND FOCUS ON WHAT THE PEOPLE WHO CARE ABOUT YOU, REALLY WANT. THIS MINDSET IS EASIER SAID THAN DONE, EVEN I STRUGGLE WITH IT FROM TIME TO TIME, BUT THE WEEKS THAT I GENUINELY STOP LOOKING AT NUMBERS & JUST CONNECT WITH THE GIRLS IN MY DM'S, ARE MY BEST WEEKS!

- RELATIONSHIPS IN THE ONLINE SPACE ARE CRUCIAL, PUT TIME INTO FORMING THOSE.

TOP FIVE GROWTH TIPS

3. INTERACTION

IN ADDITION TO CONNECTING, DON'T FORGET TO INTERACT WITH OTHERS.

- REPLY TO COMMENTS, DM'S, LIKE OTHERS PHOTOS, DO POLLS & QUESTION BOXES ON INSTAGRAM.
- INSTAGRAM REWARDS THOSE WHO UTILIZE ALL OF THEIR FEATURES. USING THE LAYOUT FEATURE, SENDING DM'S TO OTHERS, CREATING POLLS — ALL OF THESE THINGS WILL BOOST ENGAGEMENT WITHIN THE APP CAUSING YOUR CONTENT TO BE FAVORED MORE.
- THIS APPLIES TO ALMOST ALL SOCIAL MEDIA PLATFORMS, NOT JUST INSTAGRAM!

4. GIVEAWAYS

GIVE BACK TO YOUR AUDIENCE & BOOST YOUR ENGAGEMENT.

- TEAM UP WITH OTHER GIRLS IN YOUR FOLLOWING RANGE AND NICHE AND DO A SMALL GIVEAWAY TOGETHER. I WOULD ONLY DO THIS IN GROUPS OF 5-10 AS MOST PEOPLE DON'T WANT TO HAVE TO FOLLOW A BILLION GIRLS TO ENTER.
- INCLUDE PERSONAL GIVEAWAYS AS WELL TO ENGAGE YOUR OWN AUDIENCE, PEOPLE LOVE FREE STUFF! GIVE AWAY ITEMS LIKE STARBUCKS GIFT CARDS, A BEAUTY BOX, ETC.
- INCLUDE RULES FOR ENTRY LIKE HAVING YOUR AUDIENCE LIKE & COMMENT ON YOUR RECENT PHOTOS FOR A CHANCE TO WIN.

TOP FIVE GROWTH TIPS

5. HASHTAGS

SOCIAL MEDIA'S BUILT-IN TOOL FOR ORGANIC GROWTH.

UTILIZE A FEW SMALL NICHE HASHTAGS AND LARGE HASHTAGS ON YOUR POSTS. ALSO, TAKE TIME TO INTERACT WITH OTHER CONTENT UNDER THOSE SAME HASHTAGS TOO. BY DOING THIS, YOU WILL INCREASE YOUR INTERACTION WHICH WILL THEN INCREASE YOUR ACCOUNT'S CHANCE FOR HIGHER ENGAGEMENT RATES.

- TRY TO SWITCH UP YOUR HASHTAGS EVERY ONCE IN A WHILE.
- HASHTAGS THAT HAVE OVER A MILLION POSTS ATTACHED TO THEM ARE NOT GOING TO BENEFIT YOU.
- AIM FOR A GROUP OF 5-10 NICHED HASHTAGS, FOR EXAMPLE: #DALLASBLOGGER #MINIMALISTFASHION, #ACOLORSTORY, ETC.
- TAKE A DAY TO DO YOUR RESEARCH AND MAKE A LIST IN YOUR NOTES THAT YOU CAN COPY & PASTE INTO YOUR CAPTIONS EACH TIME.



BRAND OUTREACH

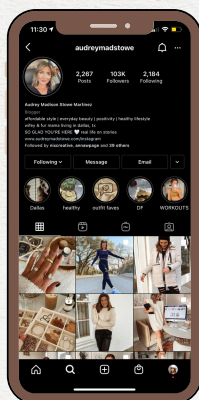
AFTER YOU'VE STARTED BUILDING YOUR INSTAGRAM & BEGIN SEEING A LITTLE TRACTION (THIS TAKES TIME... DON'T GET DISCOURAGED!) YOU CAN BEGIN REACHING OUT TO COMPANIES!

HAVE A BRAND YOU WANT TO WORK WITH? FIRST THINGS FIRST, TRY YOUR HARDEST TO FIND AN EMAIL ON THEIR WEBSITE, LINKEDIN, ETC.

A LOT OF COMPANIES LIST THEIR PRESS/MEDIA CONTACTS ON THEIR 'ABOUT', 'CONTACT', OR 'PRESS' PAGES ON THEIR WEBSITE. IF YOU STILL CAN'T FIND ANYTHING BUT A GENERIC EMAIL, DM THE COMPANY ON INSTAGRAM AND ASK FOR A GOOD EMAIL.



sample Direct message...



"HI THERE, **NEUTROGENA** TEAM! I
WOULD LOVE TO SPEAK WITH
SOMEONE ABOUT WORKING TOGETHER.
IS THERE A GOOD MEDIA CONTACT I
CAN REACH OUT TO?"

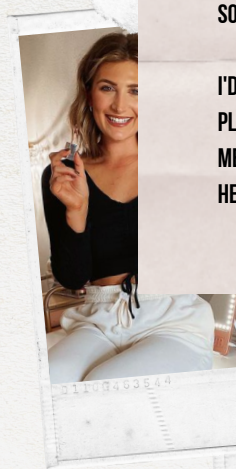
HOW TO PITCH

When crafting your pitch Emails.....

Start **WITH A LITTLE BIT ABOUT YOURSELF. DRAW THEM IN AND MAKE YOUR INTRO STAND OUT AS TO WHY THEY SHOULD LOOK AT YOU AND NOT ANOTHER BLOGGER.**

Describe **EXACTLY WHAT YOU CAN OFFER AND WHAT IDEAS YOU HAVE. THIS WILL GRAB THEM FURTHER INTO BEING INTERESTED IN WHAT YOU CAN DO. YOU COULD JUST SAY "I WANT TO CREATE A POST" AND THEY MAY PURSUE BUT IF YOU PUT YOUR INTENTIONS OUT THERE AND SHARE YOUR IDEAS, THAT REALLY SETS YOU APART.**

State **THAT YOU'RE HAPPY TO SHARE ANALYTICS AND YOUR RATES SO THAT THEY KNOW UP FRONT, THAT YOU WILL BE CHARGING. IF YOU'RE OKAY WITH JUST THE PRODUCT, YOU COULD LEAVE THE RATE PORTION OUT FOR NOW.**



HOW TO PITCH

sample pitch...

HI _____, HOPE YOU'RE HAVING AN AMAZING DAY.

MY NAME IS AUDREY AND I AM A FASHION AND LIFESTYLE BLOGGER BASED IN TEXAS. I RUN THE BLOG, AUDREY MADISON STOWE, WHICH IS A RELATABLE PERSONAL STYLE BLOG SHARING EVERYTHING FROM MY FAVORITE FINDS, MARRIED LIFE, AND BEAUTY TIPS. MY MISSION WITH AMS IS TO REACH THE AMBITIOUS WOMAN AND ENCOURAGE HER SHE CAN CONQUER ALL THINGS SHE PUTS HER MIND TO... AND LOOK CUTE WHILE DOING IT.

I'M REACHING OUT TO TALK ABOUT A POTENTIAL COLLABORATION TOGETHER AS I'D LOVE TO WORK WITH _____ THIS SEASON. I'M WORKING ON A SPRING 'DATE NIGHT' LOOK BOOK FOR THE COLLEGE GIRLS THAT FOLLOW ME AND WOULD LOVE TO FEATURE _____ PIECES FOR THEM TO SHOP. MY AUDIENCE'S AGES RANGE FROM 18-34 AND ARE PRIMARILY WOMEN.

AS PART OF THIS COLLABORATION, I WANT TO WRITE A BLOG POST (WITH THE SEO REQUIREMENTS OF YOUR CHOICE) ABOUT _____ AND WOULD LOVE TO DO A SOCIAL MEDIA PACKAGE AS WELL TO SHARE MY EXPERIENCE WITH _____. I THINK THIS IS SOMETHING THAT WOULD RESONATE WITH MY AUDIENCE BECAUSE OF _____.

I'D LOVE TO CHAT FURTHER ABOUT THE DELIVERABLES, RATES, AND SHOOT IDEAS. PLEASE LET ME KNOW IF YOU NEED ANY MORE ANALYTICS FROM MY BLOG OR SOCIAL MEDIA ACCOUNTS. I HAVE LINKED THEM ALL BELOW. LOOKING FORWARD TO HEARING FROM YOU.

MEDIA KIT

YOUR MEDIA KIT IS ESSENTIALLY YOUR RESUME IN THE INFLUENCING INDUSTRY. IT'S WHAT YOU CAN SEND TO BRANDS TO REALLY SHOW OFF WHAT YOU CAN OFFER. IT'S RECOMMENDED TO HAVE A ONE-PAGE MEDIA KIT, HOWEVER, MINE IS THREE PAGES. THE FIRST PAGE INTRODUCES ME AND LISTS SOCIAL STATS. MY SECOND PAGE LISTS BLOG STATS, MY AUDIENCE DEMOGRAPHICS, ETC. AND THE THIRD PAGE IS MY RATE CARD WITH RATES THAT I CHARGE FOR CERTAIN POSTS. IF YOU'RE JUST MAKING ONE, I WOULD DO A ONE-PAGE MEDIA KIT THAT LISTS YOUR STATS AND RATES. THERE ARE PLENTY OF OUTLINES/ DRAFTS OF THEM YOU CAN CREATE IN CANVA. SUPER EASY!

MEDIA KIT

Example...



How to determine your rates...

CHECK OUT SOCIAL BLUEBOOK TO START GETTING AN IDEA OF RATES

- A GOOD PLACE TO START IS ABOUT \$100 FOR EVERY 10K FOLLOWERS. BUT I'D SEE WHAT SOCIAL BLUEBOOK SAYS AND ALSO ASK BLOGGING FRIENDS! I KNOW MANY PEOPLE WHO HAVE UNDER 10K AND CHARGE QUITE A BIT MORE THAN THAT.
- ADD IN EXTRA \$\$ FOR HIGH ENGAGEMENT OR IF YOU HIRE A PHOTOGRAPHER AND HAVE REALLY HIGH-QUALITY PHOTOS.

MULTIPLE REVENUE STREAMS



Brand Collaborations

THE MAIN REVENUE SOURCE A LOT OF INFLUENCERS MAKE INCOME THROUGH. IF YOU PITCH, AND SET RATES FOR YOURSELF, YOU'LL BE ON YOUR WAY TO MAKING INCOME THROUGH BRAND COLLABORATIONS.

Sell a product or item

ANOTHER WAY YOU CAN MAKE MONEY AS A BLOGGER IS BY SELLING SOMETHING. AN EBOOK, PRESETS, A SMALL COLLECTION, A BOOK, ETC.

SETTING UP MULTIPLE REVENUE STREAMS FOR YOURSELF IS A SMART WAY TO SET YOURSELF UP FOR SUCCESS AS AN INFLUENCER.



MULTIPLE REVENUE STREAMS

Affiliate Income

AFFILIATE INCOME IS A SUPER EASY WAY TO MAKE INCOME. APPLY FOR REWARDSTYLE IF YOU HAVEN'T YET AND ALSO APPLY TO AMAZON INFLUENCERS. THESE ARE GREAT PLATFORMS YOU CAN LINK OUTFITS OR PRODUCTS TO THAT WILL RESULT IN A COMMISSION FOR YOU.



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RewardStyle

NEW TO REWARD STYLE? LOOKING FOR WAYS TO INCREASE YOUR INCOME? I SUGGEST LINKING BEST SELLERS THROUGHOUT THE WEEK, REPOSTING TOP PERFORMING CONTENT, AND STAY ON TOP OF TRENDS. UTILIZE KEY WORDS IN YOUR TEXT TO HELP BE MORE DISCOVERABLE IN THE APP.

BUSINESS-BASED TASKS TO DO

01 SET UP A SPREADSHEET TO KEEP TRACK OF YOUR COLLABORATIONS, TERMS, & PAYMENTS. SAMPLE SPREADSHEET BELOW:

A	B	C	D	E	F	G
Month/Date Booked	COMPANY	PROJECT DATE	ASKS	PAYMENT	PAYMENT TERMS/DATE	PAID?
January	Nordstrom	Jan 20th	IG Post, Stories, Blog post	\$1,500	net-30 / February 8	YES
January	Sephora	Jan 8th	4-6 stories	\$400	on receipt / January 21	YES
January	Aerie	February 14th	1 IG post + 1 story (and giveaway)	\$800	net-60 / March 15	

02 FILTER & FILE PAYMENTS THROUGH QUICKBOOKS. YOU CAN ALSO USE IT TO SET UP YOUR OWN INVOICES.

03 CREATE YOUR OWN CONTRACTS VIA HONEYBOOK OR ROCKET LAWYER. THESE ARE IN CASE A BRAND DOESN'T PROVIDE A CONTRACT.

04 SET UP A CONTENT CALENDAR. THE WAY I STAY ON TOP OF CONTENT IS AT THE 1ST OF EVERY MONTH I GO THROUGH MY CALENDAR AND COLOR CODE EVERYTHING THAT I WANT TO POST/DO. GREEN- YT VIDEOS, RED- BLOG POSTS, PURPLE- IG POSTS, GREEN- TASKS, YELLOW- TRAVEL. I SET MY ITEMS UP IN GOOGLE CALENDAR.

05 SETUP A DROPBOX TO UPLOAD ALL PICTURES TO! OR HAVE ITEMS AUTOMATICALLY UPLOAD TO THE CLOUD SO YOU NEVER LOSE CONTENT.

06 MAKE A CANVA ACCOUNT OR DOWNLOAD ADOBE PHOTOSHOP. CANVA IS MORE USER-FRIENDLY! THIS IS TO CREATE GRAPHICS IN, MEDIA KITS, AND OTHER CREATIVE CONTENT.

TAXES

PLAN TO SAVE ABOUT
20% OF YOUR INCOME
FOR TAXES

Let's Chat filing Taxes....

I'M NOT FULLY EDUCATED ON THIS TOPIC AND HAVE HAD A FINANCIAL ADVISOR AND ACCOUNTANT THAT HELP ME. BUT I'M GOING TO SHARE A FEW TIPS / THINGS TO KNOW ABOUT TAXES AS AN INFLUENCER:

To Do:

- HIRE A SMALL BUSINESS ACCOUNTANT
- SET UP A BUSINESS CHECKING / SEPARATE CHECKING TO RUN ALL BUSINESS PURCHASES THROUGH
- LINK THAT ACCOUNT IN QUICKBOOKS TO KEEP TRACK OF BUSINESS SPENDING AND RECEIPTS

To Know:

- INFLUENCERS ARE BASICALLY CONTRACTORS, WE FILE 1099S (A LOT OF THEM)
- SOME RECOMMEND FILING QUARTERLY, I FILE YEARLY STILL
- IF YOU MADE OVER \$600 FROM A BRAND COLLABORATION, THEY WILL SEND A 1099 FORM. IF UNDER THAT AMOUNT, YOU DON'T HAVE TO EXPECT ONE
- AS A SMALL BUSINESS, YOU CAN WRITE OFF A LOT... BUT CONTACT AN ACCOUNTANT FOR SPECIFICS ON THIS
- KEEP TRACK OF BRAND COLLABS VIA A SPREADSHEET AND BE SURE YOU'RE REQUESTING OR FOLLOWING UP ON 1099'S AROUND TAX SEASON
- LASTLY, WE FILE THROUGH TURBOTAX, IT'S SUPER EASY

DON'T FORGET, WHEN YOU DONATE CLOTHES OR ITEMS, YOU CAN REQUEST A TAX SHEET TO HELP WITH WRITE-OFFS. IN ADDITION TO ANY OTHER CHARITIES YOU DONATE TOO DURING THE YEAR!

YOU GOT THIS!

**YOU CAN DO ANYTHING YOU SET YOUR MIND TO.
IF YOU WANT TO START A BLOG AND TRULY MAKE IT
A BUSINESS... YOU CAN DO IT, GIRL!
TAKE IT ONE DAY AT A TIME AND JUST REMEMBER,
YOU MAY GET 100 NO'S BEFORE YOU GET A YES BUT
DON'T LET IT STOP YOU. KEEP GOING AND ALWAYS
REMEMBER YOUR WHY!**

