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## **microDomination: How to leverage social media and content marketing to build a mini-business empire around your personal brand**

*Trevor Young*

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**Trevor Young : microDomination: How to leverage social media and content marketing to build a mini-business empire around your personal brand** before purchasing it in order to gauge whether or not it would be worth my time, and all praised microDomination: How to leverage social media and content marketing to build a mini-business empire around your personal brand:

0 of 0 people found the following review helpful. Just What I NeededBy CustomerI found Trevor's book at exactly the right time. As I work towards building my brand there are many considerations (and distractions!). MicroDomination has helped me to narrow down the focus for my brand development. There is a lot of great advice here and some interesting case studies. Highly recommended to anyone looking to build their personal brand.0 of 1 people found the following review helpful. Two StarsBy KMTLong winded and at times boring.2 of 2 people found the following review helpful. Love the concept of Micromavens plus heaps of inspirationBy Farnoosh BrockI loved the concept of micromavens, which he defines as the new breed of entrepreneurs who are authentic and true to their brand and yet very creative and business savvy. I admit, I felt totally humbled to be included in the small number of micromavens, and in such amazing company of talent. It was a nice surprise. Thank you Trevor.Disclaimer: I did get a free copy of this book shipped to me all the way from Australia and no, it does not affect my genuine rating. I am giving this a heart-felt 5 star review.What I loved about the book is the gentle, inspirational, actionable and yet firm way that the author nudges the reader into the world of microdomination. He brings credibility - he has done it and by it, I mean, he has become a micromaven - he uses examples of real people who have also done it - and he covers topics that are not generally all covered under the same book of its genre and I've read quite a few.Here are some of my favorite parts covered by the author based on his research, personal opinion and experience as well as observations of others:- Handing PR and your sphere of influence- Public speaking and creating your speaking brand and style- Approaches to diversified streams of income- Ideas and tips on how to use and leverage different social media platforms especially his take on LinkedInExtremely good read. This book will inspire you and give you tools to put to use if you are itching to start your own business in an authentic way and do so by running mainly an online type of business with your own brand and creative approach. This book will also give you a motivational boost if you are already doing that as a self-employed entrepreneur but need that wake-up call or that inspiration that you may have recently toned down.The writing voice and style of the author is friendly, engaging, informative, professional and not without some humor!

How to harness your passion, develop your platform, and build a community of fans to sustain your micro-business If you dream of launching your own business, but aren't sure what that business should be, microDomination has the answer. This new book from entrepreneur and communications guru Trevor Young, shows you how to tap into your particular area of expertise and build a small business around what you know and love. No matter what particular subject you're knowledgeable in, from dog training to cooking to financial planning, microDomination shows you how to build a brand around yourself and turn that brand and expertise into profits even from the comfort of your own home. In the first part of the book, Young uses real-life examples to introduce you to the businesspeoplemdash;or "micro mavens"mdash;who are living their dreams and earning money doing what they love. The second part of the book reveals the nuts-and-bolts strategies and tactics you can use to emulate their success and achieve your goal of "microdominating." Includes inspirational case studies and practical advice on starting a micro-business based on your talent or expertise Features actionable guidance on using content marketing and social media to grow your brand and business Written by a leading thinker in the fields of public relations, marketing, and communications If you're stuck in a dead-end job or just dream of turning your hobby into a business, microDomination gives you a proven plan for turning your passion into prosperity.

From the Back CoverTransform passion into pure profit, build a mini-business empire and start living the dream today! How do you transform your expertise into a sustainable business? Entrepreneur and communications expert Trevor Young steps you through the process, from developing your platform and building your personal brand to nurturing a community of raving fans that launches and grows your business. With inspiring business success stories from around the world, microDOMINATION will show you how to: turn your love of blogging and social media into money in the bank take advantage of the boundless entrepreneurial opportunities available online attract and connect with your customer-base using proven social media marketing techniques escape the daily grind and become your own boss. More than five years ago I started following Trevor's ideas, which is remarkable because I live in Boston and he is in Melbourne. Both Trevor and I built thriving international businesses as micro mavens. What we do doesn't feel like workmdash;we have a blast and make a good living too. This book reveals everything you need to know to build your own successful business outside the corporate walls. I only wish Trevor had written microDOMINATION when I was getting going! mdash;David Meerman Scott, international best-selling author of The New Rules of Marketing and PR, now in over 25 languages from Bulgarian to VietnameseAbout the AuthorTrevor Young is a PR and social media specialist and keynote speaker with a solid track record working with major blue-chip brands, start-ups and fast-growth companies. In 2011, his blog PR Warrior was named by SmartCompany.com.au as one of the 25 Best Business Blogs in Australia. Visit [www.trevoryoung.me](http://www.trevoryoung.me) or follow on Twitter @trevoryoung.