

Design and Launch an Online Social Networking Business in a Week (ClickStart Series)

Julien Sharp

ebooks / Download PDF / *ePub / DOC / audiobook




Design and Launch an Online


Social Networking Business

In a WEEK

- ◆ Complete guide to creating your own online, niche community
- ◆ Capture your share of the Facebook, MySpace, and LinkedIn markets
- ◆ Latest social networking tools and features
- ◆ Technical know-how not required

Entrepreneur Press & Julien Sharp

 Download

 Read Online

#2538071 in eBooks 2009-06-01 2009-06-01 File Name: B004RUGVI4 | File size: 48.Mb

Julien Sharp : Design and Launch an Online Social Networking Business in a Week (ClickStart Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Design and Launch an Online Social Networking Business in a Week (ClickStart Series):

2 of 2 people found the following review helpful. A little outdated By Clayton S JI wish I had looked for something a little more current. It is a very well written book and very informative but a lot of the information is dated. 1 of 2 people found the following review helpful. Enlightening Information By NikkiMcEnjoyed reading this book from beginning to end. Very useful information needed for creating and starting a Social Networking Business. Also, a helpful guide for preparing a conducive Social Networking Business plan. 10 of 11 people found the following review helpful. Not really "in a week" By marymuse I suppose I shouldn't have taken the book at its title. However, I expected a book on how to launch and design an online social networking business in a week. As in, day 1, you do this. Day 2, let's do this now. Day 3, and so on. What I got was a lovely overview in how to design and launch an online social

networking business, but the ideas weren't laid out with enough concrete detail that if I hadn't had the technical expertise I did, well, I don't think I would have gotten as far as I had. The software recommendations were woefully limited. There was no discussion of many free open source platforms out there, and the focus seemed to be on a "facebook" clone, rather than something unique and different. It's a good book. A basic book. But one that I probably wouldn't use as the sole basis for my business, and I'm glad I picked up other books. Needs more meat, and probably a better time table, so someone could, indeed, launch their online social networking business in a week.

Are you a virtual social butterfly? Captivated by the buzz of new media? Interested in setting the online social scene for others? And making a profit doing so? Tap into the millions of MySpace users and Facebook friends to create your own specialized social site! In just seven days, identify your network niche; develop an inviting, interactive website; drive traffic and membership; build profitable online advertising relationships; and more! bull; Design an attractive, interactive social networking website using inexpensive, turnkey solutions that require no programming knowledge bull; Define your community and set the tone bull; Offer interactive features including profile pages, member search options, media add-ons, and more bull; Generate traffic and membership using search engine optimization, viral and social marketing, and other techniques bull; Cash in on your site with proven, revenue-generating solutions bull; Use included resources to stay on the cutting-edge

About the Author Julien Sharp is a freelance writer and business communications consultant. She has over 18 years of entrepreneurial, training, writing, and communications experience and has worked both nationally and internationally, providing consulting and coaching services to executives in small to medium sized businesses.