



# **Social Networking for Business Success: How to Turn Your Interests into Income**

*Miriam Salpeter, Hannah Morgan*

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From the author of the acclaimed *Social Networking for Career Success* and *100 Conversations for Career Success*, this new guide is for those who need to leverage online tools to create business opportunities. As the economy continues to struggle, more and more professionals will turn to the Internet to help them nurture their business ideas so they can pay the bills.

With many conflicting ideas presented online and thousands of “get rich quick” schemes available, it is very confusing for the uninitiated to choose the right paths to online business success. The rules change quickly, as have the tools most useful to drive traffic. This book, filled with credible sources and resources, will help Internet users and non-users, alike. Inside, you will find information on:

- The new truth about income security
- SEO basics
- Selected businesses that fit the “second income”
- The best networks for marketing to demonstrate expertise and build a network
- The ins and outs of legal language and information
- Naming and branding
- How to find and structure advertising
- And much, much more

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