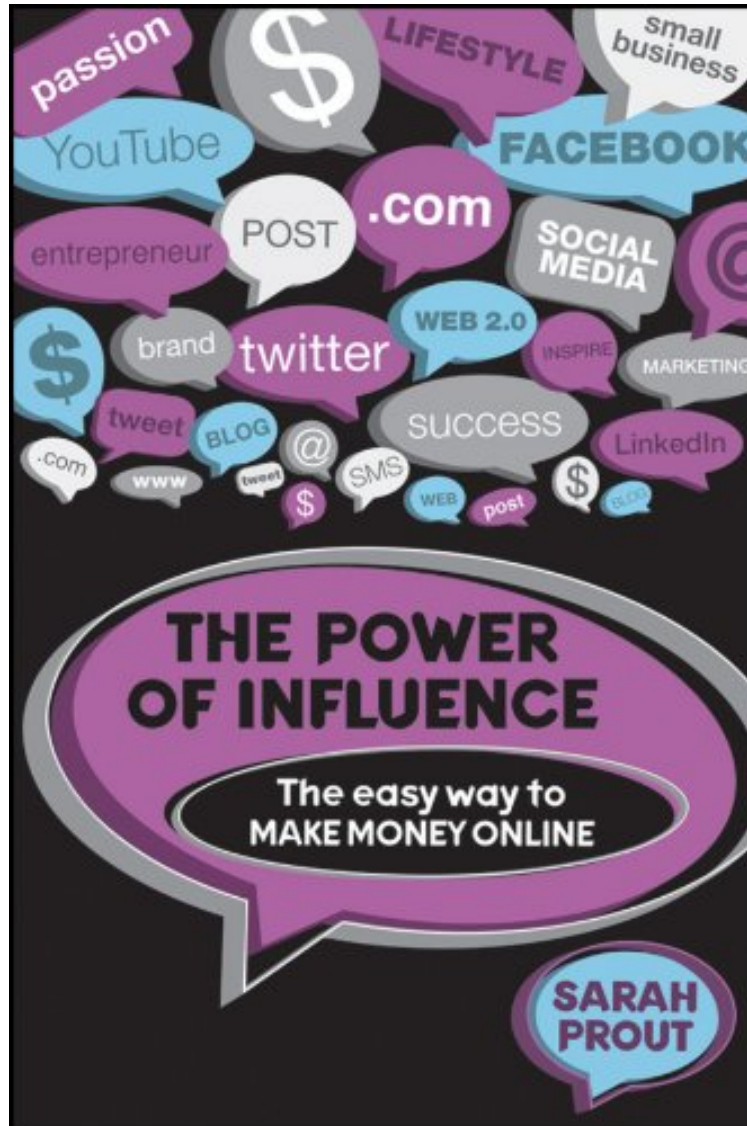


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from Sarah's success is easy, as she guides you through the myriad social networking sites and tools. Building influence in your marketplace following Sarah's shortcuts will literally save you hundreds of hours. Guidance on setting your business up for success through a clear focus and strategy is all within the pages written in a delightful anecdotal style. Never overly technical, whether you're new to online business or an old hand you'll find great tips and some brilliant publicity strategies that will have your online business growing in leaps and bounds. I've given this book to a few of my clients, us both time in the consulting and strategy stage. One of the best guides you'll find to making a good income online. Certainly an Easier way to make Money Online 4 of 4 people found the following review helpful. Game Changer By Kylah I read *The Power of Influence* at the beginning of 2011, at a time in my life where I had identified something was missing. Reading this book made me realise that I didn't need to wait till that random day in the future to start following my dreams. Instead I found out there was a world of opportunity, and numerous ways to generate income right from my own home doing what I love. Since reading this book, I have written my own chapter in a book, *Adventures in Manifesting: Success and Spirituality*, started a business and manifested other goals I would not have previously dreamed of achieving in only one year. Reading this book is an easy read, in everyday language for those not-so-techy online folk. It gave me the tools I needed and connected me with inspirational people who gave me the confidence to start my own business as a Business Coach! With Zest Gratitude, Kylah [...] 2 of 2 people found the following review helpful. Power up your social influence online By Emma Cramer Do you ever get that feeling you have missed the boat on social media? Sarah Prout's new book called 'The Power of Influence' inspired me so much with my website. It's more than just the easy way to make money online, as it covers the basics of setting up a website, promoting your business online and with social media techniques. Being online is more than just joining up to Facebook and Twitter. You need to create and nurture a community of people who love your services and products. There are so many tools to help you that you don't need to be techie. The book contains plenty of examples to illustrate each topic and recommends online resources to visit. A perfect introductory book for individuals and businesses who want to manage their online activities themselves.

The internet offers a wondrous world of possibilities for anyone with an entrepreneurial streak, including the chance to gain international recognition and influence without even leaving the house! Social media platforms such as Twitter and Facebook make it possible to leverage the most powerful marketing tool available—no technical wizardry or design savvy required. In this candid and accessible book, internet entrepreneur Sarah Prout reveals how anyone, with any level of experience, can build a successful online business and harness the power of influence with social media. She shares her tried-and-tested methods for networking and attracting subscribers and followers, debunks social media myths, road-tests a range of different business models, and gives you all the inspiration and power tips you'll need to get your online business—and bank account—thriving in no time.

"This book will show you the web's potential for influence and give insight into how to grow yours." —Darren Rowse (ProBlogger.net) "Learning about the power of influence seems necessary in this shifting world. Start here." —Chris Brogan (New York Times Bestselling Author) From the Author This book (as featured on Sunrise, Channel 7) is all about my entrepreneurial adventures so far. It shows you how to create an online business and love-infused lifestyle that you adore based on authenticity. I share with you the best methods to leverage web-based influence to create the success you desire. From the Back Cover The internet offers a wondrous world of possibilities for anyone with an entrepreneurial streak, including the chance to gain international recognition and influence without even leaving the house! Social media platforms such as Twitter and Facebook make it possible to leverage the most powerful marketing tool available—no technical wizardry or design savvy required. In this candid and accessible book, internet entrepreneur Sarah Prout reveals how anyone, with any level of experience, can build a successful online business and harness the power of influence with social media. She shares her tried-and-tested methods for networking and attracting subscribers and followers, debunks social media myths, road-tests a range of different business models, and gives you all the inspiration and power tips you'll need to get your online business—and bank account—thriving in no time.