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Capture Your Style: Transform Your Instagram Images, Showcase Your Life, And Build The Ultimate Platform



Synopsis

From Instagram star Aimee Song, creator of the popular fashion blog Song of Style, comes the very first how-to Instagram guide, breaking down the essentials to taking gorgeous photos and building your brand and following. With over three million Instagram fans, Aimee Song knows a thing or two about taking the perfect Instagram photo. And Instagram is so much more than a platform for pretty pictures. It's the fastest-growing social media network with an engaged community, a major marketing tool for brands, a place where Beyoncé drops her albums, and a hub where products can be bought with a simple double tap. Including everything from fashion, travel, food, décor, and more, Aimee includes insider tips on curating a gorgeous feed and growing an audience. In this ultimate how-to Instagram guide, you'll learn:

- How to brighten, sharpen, and filter your photos
- The best apps and filters
- How to prop and style food and fashion photos
- Ways to craft your voice and story on Instagram
- How to gain more Instagram followers
- Secrets behind building a top Instagram brand
- How to transform an Instagram hobby into a successful business
- Tips for driving revenue based on your following

Capture Your Style will empower you to become your own master mobile photographer, whether you're looking to launch an e-commerce business or simply sharing a gorgeous meal with your friends, turning even the most mundane moment into Instagold. This is a must-have reference for anyone interested in the ins and outs of stylish personal branding.

Book Information

Paperback: 208 pages

Publisher: Abrams Image (September 20, 2016)

Language: English

ISBN-10: 1419722158

ISBN-13: 978-1419722158

Product Dimensions: 8 x 0.7 x 7.9 inches

Shipping Weight: 14.9 ounces (View shipping rates and policies)

Best Sellers Rank: #4,354 in Books (See Top 100 in Books) #2 in Books > Arts & Photography > Photography & Video > Equipment, Techniques & Reference > Digital Editing #5 in Books > Computers & Technology > Digital Audio, Video & Photography #5 in Books > Arts & Photography > Graphic Design > Commercial > Fashion Design

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