



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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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 businesspeople—or "micro mavens"—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.

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