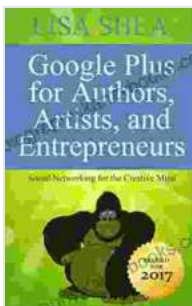


Google Plus For Authors Artists And Entrepreneurs Social Networking For The 21st Century

In today's digital age, social media is essential for any business or individual who wants to succeed. Google Plus is one of the most powerful social networks available, and it's especially well-suited for authors, artists, and entrepreneurs.



Google Plus for Authors Artists and Entrepreneurs - Social Networking for the Creative Mind (Social Media Author Essentials Series Book 5) by Lisa Shea

★★★★☆ 4 out of 5

Language	: English
File size	: 1312 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 144 pages
Lending	: Enabled



This comprehensive guide will teach you everything you need to know about using Google Plus to connect with your audience, build your brand, and grow your business.

Chapter 1: Getting Started with Google Plus

In this chapter, you'll learn how to create a Google Plus account, set up your profile, and start connecting with other users.

Creating a Google Plus Account

To create a Google Plus account, you'll need to have a Gmail account. If you don't already have one, you can create one for free at <https://accounts.google.com/SignUp>.

Once you have a Gmail account, you can create a Google Plus account by going to <https://plus.google.com/> and clicking on the "Create an account" button.

Setting Up Your Profile

Once you've created your Google Plus account, you'll need to set up your profile. This includes adding a profile picture, writing a bio, and choosing a cover photo.

Your profile picture should be a clear, well-lit photo of yourself. Your bio should be short and to the point, and it should highlight your interests and expertise.

Your cover photo is a great way to show off your personality and style. It can be a photo of you, a photo of your work, or anything else that represents you and your brand.

Connecting with Other Users

Once you've set up your profile, you can start connecting with other users. You can do this by searching for people by name, interest, or location.

When you find someone you'd like to connect with, click on their profile and click on the "Add to circles" button. This will add them to one of your circles, which is a way to organize your contacts on Google Plus.

Chapter 2: Building Your Audience

Once you've started connecting with other users, you need to start building your audience. This can be done by creating engaging content, joining communities, and running ads.

Creating Engaging Content

The key to building an audience on Google Plus is to create engaging content. This can include blog posts, articles, videos, photos, and more.

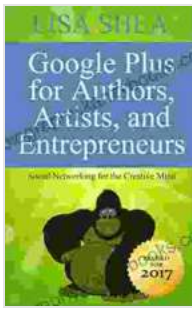
When creating content, keep your audience in mind. What kind of content are they interested in? What are their needs and interests?

Once you know what your audience wants, you can start creating content that meets their needs. This will help you attract and retain followers.

Joining Communities

Another great way to build your audience is to join communities. Communities are groups of people who share common interests. There are communities for every topic imaginable, so you're sure to find one that's relevant to your interests.

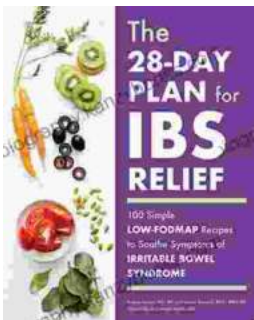
When you join a community, you'll be able to share your content with other members and participate in discussions. This is a great way to connect with potential followers and



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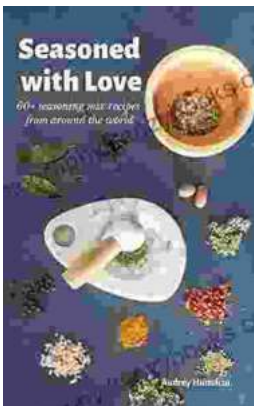
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