



WELCOME TO

*style
collective*

2017

STYLE COLLECTIVE



about this guide

This welcome guide contains everything you need to know about getting started with your membership, utilizing the social network, accessing resources, incorporating best practices to get the most out of your membership, recommended reading and ways to contact us. Each section is full of click-able images and text that will bring you to the corresponding pages on the Style Collective site.

WHAT'S INSIDE:

- 3 about style collective
- 4 getting started
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- 7 best practices
- 8 recommended reading





ABOUT STYLE COLLECTIVE

Style Collective is a blogging community for female fashion and lifestyle bloggers. A Style Collective membership includes **EXCLUSIVE ACCESS** to e-courses, videos, forums, and experts to help you **GROW YOUR FOLLOWING** and become a **SUCCESSFUL BLOGGER**. We are also a **SOCIAL NETWORK** of fashion and lifestyle bloggers. Connect with other women in the industry for the **SUPPORT**, **ENCOURAGEMENT**, and **FRIENDSHIP** you need to thrive. It's a **ONE-STOP SHOP** for everything you need to grow as a blogger and connect with women in the industry!



meet annie

Style Collective was formed as a reaction to an experience that should never happen to other women. In late 2015, Annie left her job in corporate marketing after being bullied and harassed by another woman in the workplace. The experience had left her feeling defeated and emotionally drained. Annie wished there was a better way for women to work together and help each other achieve success.

Annie has made it her mission to empower other women, improve their happiness and help them achieve their goals through sisterhood and support of a shared passion. Style Collective is that mission.

[CONNECT WITH ANNIE HERE](#)



GETTING STARTED

WATCH THIS SHORT VIDEO TO LEARN HOW TO DO
EVERYTHING LISTED BELOW.

1

**SETUP YOUR
SC PROFILE**

2

Access messages,
notifications, profile
settings and billing.

ANNOUNCE YOU JOINED
SC ON INSTAGRAM

3

4

ADD THE SC BADGE
TO YOUR SIDEBAR

**INTRODUCE YOURSELF IN
THE SC FORUMS**

5

7

Add membership@stylecollective.us
to your email contacts so you don't miss
weekly emails.

6

JOIN AN INSTAGRAM
DM GROUP



THE SC WEBSITE

NAVIGATING OUR WEBSITE IS AS EASY AS CLICKING THROUGH THE PINK MENU BAR AT THE TOP OF YOUR PAGE.

START HERE

EVERYTHING YOU NEED TO START ENJOYING YOUR MEMBERSHIP CAN BE FOUND HERE.

HOME

* Your Member Homepage where you can find popular groups, SC news, and more!

COMMUNITY

* FIND MEMBERS TO CONNECT WITH, PLAN MEET-UPS, AND MORE!

EDUCATION

* Access e-courses, resource guides, forums, and more!

RESOURCES

* Hire an expert, pitch brands in our brand directory, join an affiliate network, and more!

TEMPLATES

* DOWNLOAD A FREE MEDIA KIT, STOCK IMAGES, AND MORE!

PROFILE:

* Access your wall, news feed, forum topics you created, groups you started and more! You can even share status updates to your wall that will show up in the site-wide activity.



THE IT LIST

**THESE ARE A FEW OF OUR FAVORITE THINGS
ON THE SC WEBSITE!**

blog

**DISCOVER WHAT'S
NEW ON THE SC BLOG
INCLUDING HELPFUL
ARTICLES, INTERVIEWS
AND VIDEOS!**

get help

TECH SUPPORT / FAQ'S

be featured

**Find out how to get press from Style
Collective**

affiliate programs

**MAKE MONEY WITH THE SC AFFILIATE PROGRAM &
OTHER BRAND AFFILIATE PROGRAMS.**

e-courses

**How to Win at Pitching Brand Partnerships
How to Work with Brands like a #girlboss**

community

Plan a #SCmeetup / Events Calendar

— WELCOME TO STYLE COLLECTIVE



1

LOGIN DAILY TO SHARE STATUS
UPDATES FROM YOUR WALL,
INCLUDING LINKS TO YOUR BLOG!

2

Participate daily in engagement **groups** to help you get more followers and blog comments.

3

Browse forum **categories** and **topics** to ask questions, give answers or share your best tips & tricks!

4

Plan an #SCmeetup with other local SC sisters with the SC Sister Map as your guide!

5

READ THE **BLOG** AND BROWSE **BLOG CATEGORIES** TO STAY ON TOP OF THE LATEST TRENDS AND TIPS.

6

Download our **e-courses & guides** that will help you brand yourself, pitch brand opportunities, follow FTC guidelines and work with brands like a total #girlboss.



RECOMMENDED READING

INTERVIEWS:

- * **Strategy Tips From the World's First Style Blogger**

GROWTH TIPS:

- * **5 Lessons from the Pros for Growing a Legitimate Brand and Following**

MONETIZING:

- * **Full Time Fashion Blogger: How to Make It Happen**

COMMUNITY:

- * **45 Expert Blogging Tips from our Founding Members**

PRODUCTIVITY:

- * **Why and How to Use Instagram Analytics to Grow Your Following**

BRANDING:

- * **7 Critical Branding Lessons You Need To Know NOW to UP Your Game!**

BLOGGING:

- * **How to Start an LLC for Bloggers**

PHOTOGRAPHY:

- * **Fashion Photography: How to Choose a Camera and Lens**

SEO:

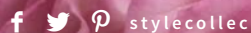
- * **SEO 101 Series: Top 10 Best Practices**

CONTACT US

MEMBERSHIP: MEMBERSHIP@STYLECOLLECTIVE.US

ANNIE: ANNIE@STYLECOLLECTIVE.US

TECH SUPPORT



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