



Course “Fashion blogger”

Start your online career
become a successful
fashion blogger



Fashion blogger course

Here you can have a look at Moduls in details:

1st Module: How to create a fashion blog

What is a fashion blog

What is a fashion blog;
Who are the most popular fashion bloggers;
Examples of fashion blogs;
What is published on fashion blogs.

Who can be a fashion blogger

Personal characteristics to be a successful fashion blogger;
How to become a successful fashion blogger;
What age can you start fashion blogging;
Do you need to have a perfect body to shoot yourself for a fashion blog.

How to create a fashion blog: choosing a platform

What is a platform for a fashion blog;
Free platforms for creating your fashion blog;
When it's time to have a paid platform for your fashion blog.

How to create a fashion blog: design

What colors to choose for your fashion blog design;
Right and wrong color schemes;
Examples of well- and bad-designed fashion blogs.

How to create a fashion blog: title

How to name your fashion blog: variants;
Should a fashion blogger use his own name as the name of a fashion blog;
Examples of good names for a fashion blog.

How to create a fashion blog: structure

What sections should have a fashion blog;
How to write an “About me” page;
What contact information should have a fashion blog;
How to design a Fashion Blog’s homepage.

Mistakes in a blog structure: practise

Design and structure of popular fashion blogs;
What are common blog structure mistakes;
Examples of well structured blogs.

Target of a fashion blog

What is your fashion blog’s target audience;
Should you select your target audience or you can write posts for everyone;
Example of fashion blogger’s target audience;

2nd Module: WHAT TO WRITE IN a Fashion BLOG

How to create a post for your fashion blog

What to write about on a fashion blog;
Post about trends: how to make it better;
Post about an event: what to write about;
What is an educational post;
How to write a post about outfits;
How many images can be put in one post.

Post for a fashion blog: important tips

How to choose a title for a post;
How to create a mood board;
Where to create collages about trends;
Where to get images of clothing and accessories for posts.

Posts in a fashion blog: practise

How to write sponsored posts on a fashion blog ;
What type of pictures and how many of them to put in a sponsored post;
What to specify in a text and in links;
What types of sponsored posts there are.

A story in your fashion blog: how to create it

Why do people read fashion blogs;
What is a “fashion blog story” and what is it for;
How to create a story about clothing.

How to make photo of your outfit for a blog

Where is it better to make photoshoot: at home or outside;
How to pose for a photoshoot;
Smile or not on pictures;
Does a fashion blogger need a professional photoshoot and if yes in which cases;
Blogger's style for a blog.

How to create outfits for your blog

What to wear for a fashion blog's photoshoot;
Where to get new clothes for a photoshoot;
Where to get unusual accessories for pictures;
What is a "fashion blogger's style".

Lie or be true in your fashion blog

How to make sponsored reviews on a fashion blog;
What to do if you don't like a product: should you write your honest opinion or not.

3rd Module: How to make popular your fashion blog

Personal branding

What is a personal branding of a fashion blogger;
Personal branding and social networks;
What pictures should not blogger put on blog;
Personal profiles, personal pictures and professional account: when and what to use.

How to promote your fashion blog

Fashion blogger business cards;
Why does a fashion blogger need to visit fashion events;
What to wear to fashion events to get noticed;
Blog statistics: how to analyze.

How to promote your fashion blog in instagram

Why do a fashion blogger need Instagram and Facebook profiles;
What can a fashion blogger post on Facebook;
What to publish on Instagram;
How to get more social media followers;
How to use hashtags in Instagram.

Instagram and fashion blogging: practise

What should a fashion blogger write on Instagram;
Examples of Instagram posts;
Should a fashion blogger post personal stories and pictures on Instagram;

4 Module: PR AND COLLABORATIONS OF A FASHION BLOGGER

Collaboration with other fashion bloggers

Are other fashion bloggers your business rivals or companions/partners;
Why do you need to collaborate with other fashion bloggers;
How can you collaborate with other fashion bloggers.

Collaboration with fashion-magazines

Collaboration with a fashion-magazine as a fashion-journalist;
Collaboration with a fashion-magazine as a fashion-blogger;
Why should a blogger collaborate with fashion-magazines;
What subjects blogger can write for a magazine about.

How to begin collaborate with fashion brands

Where can fashion blogger get contacts of fashion brands' PR-offices;
How to get acquainted with brand's PR-office;
How should fashion blogger present himself to designers;
Making a self presentation

How to collaborate with fashion brands as a blogger

Types of collaboration with fashion designers and fashion brands;
What is possible to get from brands as payment ;
Is it possible to collaborate with brands who are in other cities or countries;
Banners and sponsored posts.

How to visit Fashion Shows

Where can fashion blogger get an invitation for a Fashion Week;
Why they invite some fashion bloggers on fashion shows;
How should fashion blogger be dressed for a Fashion show;
Should fashion blogger write about fashion shows in his/her fashion blog?

Where to take ideas for your fashion blog?

Sources of inspiration for a fashion blogger;
How can other fashion blogs be useful for you;
Where can you get ideas for fashion blog posts.