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Capture Your Style: Transform Your Instagram Images, Showcase Your Life, and Build the Ultimate Platform

Aimee Song

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Foreword by Diane von Furstenberg

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.

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