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Puja Mehta



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TikTok Domination Noah B. Strickland, 2025-11-04 Unlock the Secrets to Going Viral and Turning Followers into Income Are you tired of chasing TikTok trends without getting traction Wondering how top creators blow up overnight while your videos barely reach your followers TikTok Domination is your step by step roadmap to crack the algorithm build a loyal audience and monetize your content even if you're starting from zero Whether you're a content creator entrepreneur coach or brand this book gives you the 80/20 blueprint to scale fast convert attention into trust and transform your TikTok presence into a long term digital empire In this strategy packed guide you'll learn how to Hack TikTok's hidden algorithm signals Understand watch time replays engagement velocity and more Build content that feeds the algorithm instead of chasing it Use keyword rich hooks that grab attention in the first 3 seconds Master growth nurture and monetization content to build momentum and trust Automate your posting and scale with batch creation systems templates and SOPs Convert views into revenue with affiliate marketing digital products and TikTok Shops Leverage Spark Ads retargeting and funnel strategies to amplify winning content Grow through creator collaborations using duets stitches and brand safe tag strategies Use analytics to focus on money metrics instead of vanity metrics Build a TikTok funnel that runs on autopilot and unlocks multiple revenue streams Unlike generic TikTok guides TikTok Domination is rooted in data driven frameworks reverse engineered virality and battle tested creator case studies You'll learn what works now not what worked two years ago If you're serious about mastering short form content scaling your digital brand and finally monetizing your influence this book is your blueprint

The Problem with Being a Person Talia Pollock, 2025-06-10 Escape the race to happiness build a life of value and resist the pull of self help You've heard this story outwardly woman was living the dream Inwardly woman was drowning in despair It's what happened next that sets this tale apart Many of us go through life believing that something about us is not normal enough So we devote ourselves to the endless pursuit of self improvement That's what Talia Pollock decided to do In her quest to feel better Talia Pollock got seduced by self help trends that offered fleeting solace but failed to soothe the depths of her inner turmoil Conventional remedies like medication and therapy provided a semblance of relief but didn't ease the angst she felt inside It wasn't until she discovered Existentialist philosophy that she discovered is that what we're told is abnormal is actually entirely human and it's our attempts to cure ourselves of our humanity will eventually drive us mad Echoing the timeless wisdom of philosophers and the timely research of social scientists Pollock offers a modern take on finding the courage to create your own version of satisfaction Pollock's sincere retelling of her own experiences urges readers to question conventional notions of happiness embrace contentment as a lasting source of well being navigate the challenges of a comfortably uncomfortable life Whether you're grappling with existential questions seeking to break free from societal expectations or yearning for a deeper sense of fulfillment *The Problem with Being a Person* offers a powerful message for prioritizing self acceptance over self improvement

Monetize Your DMs Like a Pro: The No-Hype Conversational Sales

Framework Ahmed Musa, 2025-05-24 Your DMs are a goldmine if you know how to dig Forget sleazy scripts fake urgency and hype filled pitches Monetize Your DMs Like a Pro The No Hype Conversational Sales Framework gives you the exact words moves and mindset to turn casual chats into consistent cash all while sounding like a human being not a hungry sales bot Inside you ll discover The psychology of frictionless sales without sounding desperate How to shift from friendly convo to paid client without being pushy Word for word DM flows that feel natural and convert like crazy What to say when someone ghosts stalls or says let me think about it How to use storytelling curiosity and positioning to lead not beg If you re tired of cold pitching and ready to turn connection into conversion this book is your shortcut Because in the new digital world real conversations make real money

Online Virality Valérie Schafer, Fred Pailler, 2024-08-19 The book *Online Virality* edited by Val rie Schafer and Fred Pailler C2DH University of Luxembourg aims to provide a comprehensive examination of online virality It explores the many ways we can think about this modern phenomenon and analyse the circulation reception and evolution of viral born digital content Virality and content sharing always intertwine material infrastructural visual and discursive elements This involves various platforms stakeholders intermediaries social groups and communities that are constantly re defining themselves Regulation curation and content moderation politics as well as affects and emotions fears humour empathy hatred are also at the core of online virality The publication offers an interdisciplinary overview on online virality by including different types of scientific inputs such as precise case studies various methodological approaches including close and distant reading visual studies discourse analysis etc as well as historical and socio technical analyses The book is organised around three main topics Expressions and Genres Mobilisations and Engagements Circulation and Infrastructures The first part explores the semiotics of virality the diverse and creative forms of expression specific genres the relation to other media and the affective side of virality such as using humour or provocation The second part focuses on the political dimension of memes and viral content and their use in the context of controversy or political and ideological opposition Finally the third part delves into the often understudied but essential side of virality by examining the role of platforms and their curation in short the infrastructural dimension of virality These three parts allow us to question such fundamental notions linked to virality as among others circulation reception economy of attention instrumentalisation and affect This volume brings together authors from various disciplines including semiotics history information and communication sciences computer science digital humanities media studies In addition the contributors approach the question via case studies that allow for a perspective that is not exclusively US and European centred Some chapters explore virality in Brazil Chile while the book also examines a wide variety of platforms YouTube Twitter Instagram TikTok video game platforms etc

Swarms, Viral Writing, and the Local Carl Whithaus, 2025-04-15 *Swarms Viral Writing and the Local* examines the social and rhetorical dynamics around emerging writing technologies Carl Whithaus argues that these dynamics work across networked publics as patterns of behavior and ways of interacting through and with multimodal texts

This rhetorical analysis of the production and reception of born digital rhetoric shows the ongoing and evolving impacts of online public discourse that can lead to bad restaurant reviews or the subversion of democracy It is a networked process that gains significance because of the interplay and tensions between the global and the local As these texts are created distributed received and then recreated and shared again in viral ways different messages resonate across media ecologies Whithaus documents how emerging social dynamics shape and are shaped by digital writing reading and distribution technologies

Zero to Viral Sharan Hegde, 2023-03-01 Content creation is the new hot job today But how do you win at it Sharan Hegde decodes this hot new profession in this book He went from zero to a million followers across social media in a year with no prior claim to fame And he did this by creating content that people loved enjoyed and learned from Zero to Viral covers what makes a successful creator and what goes behind creating content that people love Supplemented with accounts of other successful creators this book has all the secrets that Google won't tell you In a nutshell this book covers Sharan's early journey as a content creator His content creation process as he grew to a million followers Frameworks for creating content that goes viral The psychology behind virality How to think about personal branding Understanding different social media platforms in depth The future of content creation and how much money could be made Learnings from experiences of 3 other top creators Ankur Warikoo Rachana Ranade Komal Pandey

\$8333 Monica Leonelle, 2025-01-21 Monica Leonelle and Russell Nohelty have written millions and millions of words about authorship in our combined 25 years doing it Between our blogs our 40 books and our hundreds of talks interviews and podcast episodes admittedly it's a little intimidating 8333 is our attempt to take everything we've ever thought or written and combining it into one book filled with the most powerful and impactful things we've ever written If you want to read one book that fully captures the best nuggets from our catalog this is the book Think of it as a greatest hits album of our best ideas together for the first time in one place 8333 12 Concepts to Six Figures is not just another book on writing it's a complete actionable roadmap designed to transform your author career in the next 12 months Created by bestselling authors Monica Leonelle and Russell Nohelty this book condenses their most powerful proven strategies into 12 bite-sized concepts that can each unlock a path to six-figure success Whether you're struggling to find your audience overwhelmed by marketing or ready to scale your revenue this book offers the tools and insights you need to achieve tangible results quickly Packed with real-world advice actionable frameworks and the step-by-step guidance you need 8333 12 Concepts to Six Figures is your go-to guide for building a thriving sustainable author business Each chapter dives into a specific strategy that's been tested and perfected ensuring that no matter where you are on your journey there's a concept that can help you make meaningful progress Get ready to leave behind the guesswork and start making strategic impactful moves that lead directly to your goals Imagine this twelve game-changing strategies each with the potential to make you 100,000 a year These aren't pie-in-the-sky theories they're battle-tested no-fluff tactics designed to take you from struggling to scaling Whether you're stuck in a writing rut overwhelmed by marketing or just

ready to step up and claim your place as a successful author this book is your launchpad Creativity in PR and Communications Jon Cope, Stuart Mayell, 2025-11-03 Being creative is a key component and necessity in public relations and within creative industries to target business challenges create briefs and to meet targets Creativity in PR and Communications is a textbook for all PR students and anyone taking creative communication courses looking to enhance their understanding of the creative process It explores Fostering a creative mindset Cultivating creativity Creative thinking Creative ideation processes AI as a tool to assist creativity Using creativity to enhance briefs and campaigns With this textbook students are provided with the practical insights theories and models needed to become more creative and use that creativity towards PR and communications related business challenges It also illustrates how students can become more creative practitioners for the workplace through research theory and practical insights Learn how to nurture creative ideas and when to let go of weaker ones with this public relations textbook illustrating the strategic processes of creativity and how to apply them to PR problems This book is full of real world examples from global companies such as Unilever Marmite Marc Jacobs Spotify and Heinz and is supported by a range of key features to illustrate how to implement creative industry practices These key features include a glossary practical insights learning outcomes and exercise questions Online resources include PowerPoint slides for lecturers and additional best and creative practice examples *Turn Your Audience into Buyers on Demand: The Community-to-Cash Framework* Simon Schroth, 2025-04-02 Building a loyal audience is one thing but converting them into paying customers is the real challenge Turn Your Audience into Buyers on Demand teaches you how to turn a community of followers into a highly engaged customer base that buys from you whenever you launch a new product or service The book walks you through the process of building a community nurturing relationships and creating offers that your audience can't resist You'll discover how to create exclusive content offer limited time deals and build trust with your audience to turn them into buyers Whether you have a small email list a growing social media following or an established customer base Turn Your Audience into Buyers on Demand will show you how to convert your community into a loyal and profitable customer base **Getting To Six Figures Sustainably** Monica Leonelle, 2025-10-21 You don't need hacks hustle or burnout to hit six figures You need systems that actually work and that work for you In Getting to Six Figures Sustainably Monica Leonelle shares 12 of her most enduring frameworks refined over a decade of working with tens of thousands of authors that will help you build a thriving author business with clarity ease and longevity Inside you'll get cliff notes versions of Monica's best and most requested ideas from across her nonfiction catalog including The Hierarchy of Prosperous Creation build a career on mindset craft rhythm and resilience The Accelerator's Formula achieve any goal faster with this powerful 6 step process Story Symmetry write deeply aligned marketable books that become reader obsessions Author Ecosystems discover your archetype and use it to design a business that works for you Funnel Flywheel understand how readers become superfans and then spread your work The Fandom Flywheel build a loyal self sustaining reader base that

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