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Capture Your Style: Transform Your Instagram Photos, Showcase Your Life, And Build The Ultimate Platform



Synopsis

New York Times Bestseller 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.

Book Information

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Customer Reviews

“Aimee’s Instagram is impeccable and has made her a star; now she’s taking it to the next level by giving us all of her secrets in one book.” • (Garance Doré, author of New York Times bestseller *Love Style Life*) “Engaging, informative, practical, and fun, this book is a must for any millennial hoping to take the digital world by storm.” • (Diane von Furstenberg, designer) “Aimee has an incredible ability to capture simple, everyday moments and vault them to next-level chic. It’s amazing that we now have a guide to her filter-genius ways. #goals.” • (Shay Mitchell, actress, *Pretty Little Liars*) “This beautiful book is a must-buy if you’re interested in optimizing your content, no matter if you’re just starting out or already have countless followers. Aimee does an incredible job of pulling back the curtain on how to build a top Instagram brand, and this engaging, practical guide will help take your imagery, strategy, and skills to the next level.” • (Hillary Kerr and Katherine Power, founders of Clique Media Group (*Who What Wear*)) “An absolutely brilliant read and a smart analysis of the dynamics behind the crazy world of Instagram. Aimee will help you make your IG account fabulous while staying true to yourself.” • (Chiara Ferragni, fashion influencer, creative director of CF, and model) “Finally! Aimee has written the first book to open doors on Instagram, and has given us all the opportunity to tap into her wildly creative techniques for taking incredible photos and curating a beautiful life.” • (Rebecca Minkoff, designer) “I have always admired Aimee’s style, and this book is such a beautiful reflection of who she is, perfect for anyone looking for inspiration.” • (Amanda Steele, actress, model, and Influencer) “In the digital age, everyone is a photographer, but Aimee Song stands out for her unique eye and the genuine glimpses into her life. Her practical tips on building the ultimate Instagram feed will be helpful to newbies and experts alike.” (Imran Amed, Founder of The Business of Fashion)

Aimee Song is the blogger behind *Song of Style*, a popular fashion and interior design blog. With over three million Instagram followers and four million monthly views to the website, she’s been featured on the *Forbes* 30 Under 30 list and has collaborated with luxury and commercial brands including Michael Kors, Diane von Furstenberg, Tiffany & Co., *Elle* Magazine, Maybelline, L’Oréal, Roxy, Seven For All Mankind, Gucci, Valentino, Macy’s, Bloomingdale’s, Express, Nine West, TopShop, Levi’s, Chloé, Marc Jacobs, Gap, eBay, Dolce & Gabbana, CoverGirl, and more. Aimee also runs an interior design business, *Song of Style Design*, and frequently appears on national television spots for CoverGirl, E!, MTV, and more. She lives in Los Angeles.

I'm a small business owner that's looking to grow my business using Instagram so when I bought this book I was hoping to get a handbook of tips and tricks on how to do that. This book does none of that. Instead it offers flippant advice like "when you take a picture, be sure to follow the lines of where the eye is going to get a great shot". That's it. No explanation of what "the lines" are. No explanation for why that's important. And then the author follows it up with a few pictures from her Instagram account (including a shot of herself with Pharrell) - not sure what that had to do with "following the lines ". In the end, it seemed more like an homage to herself and her best Instagram photos than a "how to grow on Instagram book". It would've at least been tolerable had she shared her personal stories about her struggles and successes with Instagram, but she doesn't do that either. There's a lot of "be your best", "take great pictures", "love what you do" type speak. As for personal experiences (i.e. when she's not bragging about a time when some fashion designer paid her way to some elusive island vacation so she could post it on her Instagram account) all you'll get is an "oh, but don't do that, I did it once and it was horrible. " My last beef with this book, and admittedly it is a nitpick, is her use of text language and hashtags in the actual text. At one point she actually says "document your life in a way that makes you proud (#word)." Really? Why the hashtag? Maybe I'm too old to get it- who knows- but the only thing I got from this book was annoyed.

I bought this as a gift for my girlfriend as I'm off at university and we're currently in a long distance relationship and I wanted to throw together a package for her on Easter. I picked this book because I thought the colors went along with some of the pictures of the cherry blossoms I'd taken around campus (I'm a photographer so I kinda like things to be aesthetically pleasing) and because she's amassed quite a following on Instagram through her own fashion photos. I thought this would be a nice, practical gift. She loved it and now reads it occasionally after browsing it's many detailed color prints, but mostly it resides atop her dresser, matching the pink and white theme of her bedroom.

Aimee Song, thank you for putting this book together! It's an easy read and makes expanding your brand much easier with a quick page-by-page guidebook to elevating your Social Media platform! Go for it!! Dive in.

I am so glad I bought this book by Aimee Song. She gives us a glance into how she got 3.9 million followers on Instagram! A must read for an social media flower wanting to blossom.

As a fairly new User of Instagram, this book gave good insight on the different tools you can use in Instagram, using it with a purpose, captions, tags and photo techniques. Highly recommend it!!

This book came out at the EXACT moment that I needed. If you're looking for key insights on how to think about upping your instagram game, photographic inspiration or even just permission to enjoy the hell out of your selfies....THIS IS YOUR BOOK. Aimee did a fantastic job and I simply can't wait to see what I create because of her fabulous book and insights. Now...if only she could teach us a thing or two about Snapchat :)

This book is so helpful for those who want to learn how to take beautiful pictures and achieve their Insta-goals. Aimee does an amazing job at teaching you about many topics such as taking selfies, fashion, food, flat layouts, decor, photo editing, etc. I really enjoyed reading Capture Your Style and I definitely recommend this book! Good luck!

Read this book from cover to cover in like a week. Very helpful and on point. Happy to discover that I had already been doing some of the things she had in her book, but of course learned about the things I hadn't been doing. Such a masterpiece for anyone looking to step their instagram game up - seriously.

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