



TRAVEL

Beyond The Obvious

Lesson 2

Recommended Reading

Reading & Resources

- Blog Posts - examples
 - ZTL in Italy <https://www.italybeyondtheobvious.com/dont-mess-with-ztl-zones>
 - Amalfi Coast itinerary post <https://www.italybeyondtheobvious.com/top-5-picks-for-best-of-the-amalfi-coast>
- Free photos online
 - <http://finda.photo/>
 - <https://gratisography.com/>
 - <https://www.pexels.com/>
 - <https://stocksnap.io/>
- Collect email addresses with pop-ups
 - <https://sumo.com/>
- Create pretty posters, brochures, presentations, Facebook / Twitter / Instagram headers, Pinterest pins
 - <https://www.canva.com/>
 - [How I created over 50 visuals using Canva weekly to boost my online marketing](#)

Reading & Resources

- Email newsletter
 - <https://mailchimp.com/>
- Website help
 - <https://websitesinwp.com/>
- About SEO / EAT
 - <https://yoast.com/avoid-common-seo-mistakes/>
 - Show EAT <https://www.sjo.com/seo-how-to-show-eat>
 - [How to establish yourself as an expert in your solopreneur career](#)
- Blogging
 - <https://prologger.com/start-a-blog/>
 - How much travel bloggers charge for sponsored posts (survey results).
https://docs.google.com/spreadsheets/d/13gZ5jwV58PnDwX387D-gs5_itCmRKe6BLcjh9pykqKg/edit#gid=0

Reading & Resources

- Hire freelancers for logo, website etc
 - <https://www.upwork.com/>
- Remember you don't need thousands of customers
 - <https://kk.org/thetechnium/1000-true-fans/>
- Amateur Traveler Podcast
 - <https://amateurtraveler.com/tag/audio-travel-podcast/>
 - Blogger Bridge <https://www.bloggerbridge.com/>
- Facebook page & group ([find me here](#))
- Business Instagram ([find me here](#))
- Profile on LinkedIn ([let's connect here](#))
- Business Pinterest ([find us here](#))
 - Pinterest recommendations [here](#)
- Google business page ([find ours here](#))
- Twitter account ([find me here](#))