

Kristina was looking for related streams of revenue while continuing to grow her blog.

KRISTINA WAS SEEKING TO GAIN NEW KNOWLEDGE AND LEARN UP-TO-DATE SKILLS FOR GROWTH & REVENUE.

Kristina had been blogging as a hobby for a few years when she decided to throw herself full time into her blog *When Salty and Sweet Unite*. She had the culinary degree and the business acumen, but was also looking for ways to grow her income from the blog and her photography skills.

That's when she joined the Mastermind Group for guidance.

GOAL - To gain new knowledge and skills for business growth. Kristina was also looking to become more personally involved in the food blogging community.

WHAT SHE LEARNED - Kristina learned she could pivot herself and her talents to gain secondary income easily through her photography skills and other assets.

RESULTS - Since joining Mastermind, Kristina has put a marketing plan in place, gotten numerous photography clients, seen a marked increase in her social media numbers, and has seen extensive blog growth.

WHAT'S NEXT? - Kristina's blog and social media numbers are growing every day. Her bolstered confidence has helped in putting herself out there, pitching more for sponsored work, and gaining new photography clients.

EAT *Blog* TALK



"THE FIRST AND MOST IMPORTANT LESSON THE GROUP TAUGHT ME IS THAT I DON'T HAVE TO COMPARE MYSELF AGAINST OTHERS. PERSONAL GROWTH IN YOUR BUSINESS IS KEY."



Want to level up your blogging game?

- When you join the Eat Blog Talk Mastermind Program, you'll achieve your goals faster than you ever thought possible.
- As a part of a small team of positive and intelligent bloggers, you'll feel supported every step of the way.
- Because openings are limited to 10 people at a time, you'll get personalized advice and one-on-one support.

Take the next step to build the business of your dreams!

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