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HAMILTON BRADSHAW
Investing in people with passion

Be patient and choosy in creating a luxury lifestyle website

**Ask
James**



James Caan

Dear James

I AM 23 and creating a luxury lifestyle brand; the website will be a platform for showcasing successful living. My idea is for a unique brand/blog that will attract investors to advertise online and in print once my brand is set up. I would love to hear your opinion.
Andrew Carpenter

IF YOU want to attract advertisers, particularly of the calibre you are looking for, content is king. You want to attract coverage and get people talking about what you write about.

It needs to be engaging so it drives traffic of course, but it also needs to represent your brand. You have to position yourself as luxury and high end. Think about which segment you will blog about. It can be watches, it can be cars, it can be fashion; whichever area has to be something which matches your brand values.

I would advise you not to spread yourself too thinly though. Rather than trying to be everything to everyone, just pick one or two topics and maximise these avenues.

As you are starting from scratch you need to find ways to get the word out

there. Consider some sort of guest blogging relationship. You can guest blog on somebody else's site and advertise your own one, or they can blog on yours and bring their reader base with them. Remember to be choosy; don't just partner with a blog that has a lot of traffic, their image must fit with yours.

Finally, I would preach the virtue of patience. As you are planning to construct the website yourself it could take you longer than usual. I would advise hiring somebody to do it but if you cannot sustain this cost then do it yourself, but do it right. Consider the market you are aiming at.

Your site needs to be as flawless as possible and this means taking your time over every aspect.

■ *For more tips and advice, download James Caan's free Business Secrets app on iTunes and Android.*