

Platform - Michael Hyatt

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Michael Hyatt, one of the top business bloggers in the world, provides down-to-earth guidance for building and expanding a powerful platform. To be successful in the market today, you must possess two strategic assets: a compelling product and a meaningful platform. In this step-by-step guide, Michael Hyatt, former CEO and current Chairman of Thomas Nelson Publishers, takes readers behind the scenes, into the new world of social media success. He shows you what best-selling authors, public speakers, entrepreneurs, musicians, and other creatives are doing differently to win customers in today's crowded marketplace. Hyatt speaks from experience. He writes one of the top 800 blogs in the world and has more than 100,000 followers on Twitter. His large and growing platform serves as the foundation for his successful writing, speaking, and consulting practice. In Platform, Hyatt will teach readers not only how to extend their influence, but also how to monetize it and build a sustainable career. The key? By building a platform. It has never been easier, less expensive, or more possible than right now. . . The book includes: proven strategies easy-to-replicate formulas practical tips Social media technologies have changed everything. Now, for the first time in history, non-celebrities can get noticed-and win big!-in an increasingly noisy world.

Endorsements: "I've known Michael Hyatt for more than a decade, and during that time I've seen him master just about every social media platform that's hit the scene. He's used blogging, Facebook, Twitter and more to expand his personal platform from a successful book publisher to a leading national brand of his own. Trust me, this guy knows what he's talking about-so pay attention!" -DAVE RAMSEY, New York Times Best-selling Author, Host, "The Dave Ramsey Show"

"A generous book from a man who knows what he's talking about. Michael Hyatt has built a platform, and you can too." -SETH GODIN, New York Times Best-selling Author, We Are All Weird "Platform is absolutely essential to delivering value. As a big fan of Michael Hyatt, I'm excited he's sharing this with you. Your job? Learn about this and implement it. Your success depends on it." -CHRIS BROGAN, President, Human Business Works, New York Times Best-selling Author "Michael Hyatt is the authority on creating a platform in our crowded world, and Platform is the definitive, step-by-step guide to building a platform-from the ground up. If you're longing to become a true influencer in this world,

Hyatt can teach you how. With Platform, Hyatt's done the near-impossible: create a guide even more useful than his wildly popular blog!" -CLAIRE DIAZ ORTIZ, Social Innovation, Twitter, Inc. "I have watched Michael Hyatt build his own platform from the ground up to become one of the largest in the world. And he has done so with the strategies and tips he outlines in this very practical book. Any author, speaker, or small business owner who wants a blueprint for getting the attention and visibility they want, needs to read this book." -JOHN C. MAXWELL, New York Times Best-selling Author, and Leadership Expert "Michael Hyatt is a pioneer in social media who is now generously sharing his 'secrets' with those of us who have been marveling at his success for many years. Whether you are a seasoned writer, blogger, speaker and social media enthusiast, or just now starting out, this book will help you take that next step and begin to build a platform of your own." -DAN T. CATHY, President & COO, Chick-fil-A, Inc. "In today's world, having an idea isn't enough to land a book or record deal, get a movie made or find funding for your startup. Author: Hyatt, Michael Publisher: Thomas Nelson Illustration: N Language: ENG Title: Platform Pages: 00288 (Encrypted EPUB) / 00288 (Encrypted PDF) On Sale: 2012-05-22 SKU-13/ISBN: 9781595555038 Category: Business & Economics : General

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