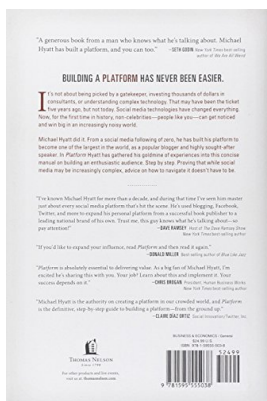# [PDF] Platform: Get Noticed In A Noisy World

Michael Hyatt - pdf download free book

Books Details:
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Description:

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.

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