



Platform: Get Noticed in a Noisy World

By Michael Hyatt

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Platform: Get Noticed in a Noisy World By Michael Hyatt

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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Editorial Review

Review

"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, host of *The Dave Ramsey Show* and *New York Times* best-selling author

"If you'd like to expand your influence, read *Platform* and then read it again."

—Donald Miller, best-selling author of *Blue Like Jazz*

"*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, and *New York Times* best-selling author

About the Author

Michael Hyatt was CEO of Thomas Nelson Publishers for six years and now serves as its chairman. He is a professional blogger, author, and speaker whose blog is consistently ranked in the top three for Productivity, Leadership, Publishing, and Social Media Marketing. Hyatt and his wife, Gail, live outside of Nashville, Tennessee.

Users Review

From reader reviews:

Patrick Reyes:

This Platform: Get Noticed in a Noisy World book is just not ordinary book, you have it then the world is in your hands. The benefit you obtain by reading this book is information inside this reserve incredible fresh, you will get information which is getting deeper you read a lot of information you will get. This Platform: Get Noticed in a Noisy World without we know teach the one who reading it become critical in thinking and analyzing. Don't always be worry Platform: Get Noticed in a Noisy World can bring once you are and not make your tote space or bookshelves' turn into full because you can have it with your lovely laptop even cellphone. This Platform: Get Noticed in a Noisy World having very good arrangement in word along with layout, so you will not really feel uninterested in reading.

Scott Bush:

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cent guarantees there is no doubt in it you know.

Amy Parr:

A lot of people always spent their own free time to vacation or maybe go to the outside with them family or their friend. Were you aware? Many a lot of people spent that they free time just watching TV, or even playing video games all day long. If you would like try to find a new activity that's look different you can read any book. It is really fun to suit your needs. If you enjoy the book that you simply read you can spent the whole day to reading a guide. The book Platform: Get Noticed in a Noisy World it is quite good to read. There are a lot of individuals who recommended this book. We were holding enjoying reading this book. In the event you did not have enough space to develop this book you can buy the e-book. You can m0ore effortlessly to read this book through your smart phone. The price is not too expensive but this book provides high quality.

Amy Joshi:

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