



Platform: Get Noticed in a Noisy World: A Step-By-Step Guide for Anyone with Something to Say or Sell

By Michael Hyatt

Thomas Nelson on Brilliance Audio, United States, 2014. CD-

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Shouldn't it be able to stand on its own? When there were three TV channels and two kinds of toothpaste, quality alone could sell itself. But in a global economy crowded with millions of

competitors, quality is just the beginning. The real challenge is

getting the attention of those who might buy your product or

service. Two little words have combined to make this easier, less

expensive, and more possible than ever: social media. Websites,

blogs, apps, and social networks used in concert and with savvy

can connect you with a global audience. No gatekeepers. No

massive fees. Michael Hyatt knows from experience. An author,

agent, and publisher for more than thirty years, he has spent the

past eight years creating an online following that numbers in the

hundreds of thousands all while leading the largest inspirational

publisher in the world. But a flashy website is not a platform. A

Facebook page joins millions just like it. Creating an effective

platform is the key to success, but it is not simple....



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