



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 eight 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:

Yvette Barstow:

Do you have favorite book? When you have, what is your favorite's book? Guide is very important thing for us to learn everything in the world. Each guide has different aim or goal; it means that e-book has different type. Some people sense enjoy to spend their time to read a book. They may be reading whatever they consider because their hobby is definitely reading a book. Consider the person who don't like studying a book? Sometime, man feel need book once they found difficult problem or even exercise. Well, probably you will want this Platform: Get Noticed in a Noisy World.

Thomas Major:

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Raymond Brown:

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Walter Feuerstein:

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