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Ultimate Guide to Platform Building (Ultimate Series)

Wendy Keller

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Wendy Keller : Ultimate Guide to Platform Building (Ultimate Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Ultimate Guide to Platform Building (Ultimate Series):

2 of 2 people found the following review helpful. Full of useful, relevant, current and ACTIONABLE steps to increase your or your business's visibilityBy ErnestoI have found this book to be a very complete guide to building a platform. I like that it's not aimed at one specific niche but that the information can be tailored for a huge range of careers and business goals. I have found very useful instructions to increase visibility of my clinic's brand, for myself as a speaker and blogger and for my two other, completely unrelated, businesses. These pages are packed with tons of tips, guides and actionable steps that you can put into practice today to stand out in a crowded market. As a tip, if you are the kind of person who does not like writing on books, I strongly recommend you either get two copies or do as I did and get a kindle version AND a printed book. That way you can make annotations in one knowing the other one is "clean"hellip; Because you'll want to write things down as you read in order to make sure you remember and apply all the strategies shared here.1 of 1 people found the following review helpful. Straight advice from a platform pro on how to go proBy Tom StevensHaving been in the advertising business for 20 years, much of Wendy Keller's material was familiar to

me, but if you're new to platform--or brand--building, you'll love her succinct breakdown of all you need to know to start building your own marketing platform beginning as soon as you get her book. What really rang my bell were the practical methods she details for obtaining free PR coverage, and utilizing social media for amplifying and extending your reach. Great material from a pro to those who want to go pro!4 of 5 people found the following review helpful. I've been looking for this exact information packaged together. ...By Mary JacobsenI've been looking for this exact information packaged together. Thank you Wendy for saving me hours of my time and energy searching for it. A must read for those looking for the "how to's" and sound advice.

Marketing expert Wendy Keller delivers the ultimate guide to helping business owners differentiate themselves from the competition through branded marketing, dialed-in content designed to attract the right audience, create customers, and ultimately turn them into raving fans.

People will tell you that you are the brand. Wendy Keller just wrote the definitive guide on how to build you into your own brand worthy of followers. Jeffrey Hayzlett, Primetime TV and Podcast Host, Chairman of C-Suite Network, Author of Think Big, Act BiggerI have consulted with hundreds of entrepreneurs during my career. The most successful build a community of raving fans who love them and what they do. Wendy Keller's book is the best I have read on building a strong platform to grow your fan base. It covers all the relevant tools: social media, podcasts, videos, blogs, speeches, and workshops. It is a must read for aspiring entrepreneurs, business owners, and company executives. In this age of technology acceleration, I don't think it is possible to build a great business without strong platform-building skills. So read the book, implement the practices, and watch your business grow. Michael Glauser, Executive Director of the Clark Center for Entrepreneurship at Utah State University, Author of Main Street Entrepreneur Wendy Keller understands that you have to make every second count in marketing and that it's more important to serve than to sell. Amy Porterfield, Online Marketing Strategist The positioning tips in Chapter 4 all by themselves are worth the price of admission. The Ultimate Guide to Platform Building is a step-by-step manual to building a tangible presence in a competitive marketplace that raises your fees and causes demand to rise. If you use this book as your make sure we don't miss anything in our public presence manual, yours will never make a major omission. She covers vital details like audio production and what colors to wear in a video shoot something I've never seen in a book of this type. It's comprehensive. Perry Marshall, Author of Ultimate Guide to Google AdWords, Ultimate Guide to Facebook Advertising, 80/20 Sales and Marketing, and Evolution 2.0 Wendy Keller's book on platform building is a practical, exceptionally comprehensive book on how to distinguish yourself or your business. The selection of ideas will help every reader to find tactics that are realistic and easy to implement. Whether you are a small business owner, a doctor, lawyer, life coach, therapist, author, retailer, musician, painter or even run an auto body shop, this book will help you grow your business and make more money. Ford Saeks, CEO of Prime Concepts Group, Marketing Strategist, Speaker One of the trends I note heavily for businesses of all shapes and sizes in the future is how we are entering a new creative age driven by a D.I.Y. ethos unleashed due to platform technology. Wendy Keller uses a very personal approach to help you become a solopreneur or small-business owner who doesn't look at the world of entrepreneurship as an obstacle, but an advantage. Read this to learn and execute on how the platform economy will help you grow your business in perpetuity. Geoffrey Colon, Communications Designer at Microsoft, Author of Disruptive Marketing Growing a platform is the most important step any entrepreneur can take to get leads flowing into their business. Wendy's book is a great primer on the basics and her suggestions for how to delegate it most effectively so it gets done right and on time are excellent. I've built several businesses in my career and the number one thing I know is you must delegate everything you can to save your energy and brain cells for big thinking. Daven Michaels, CEO of 123Employee, Author of New York Times Bestseller Outsource Smart