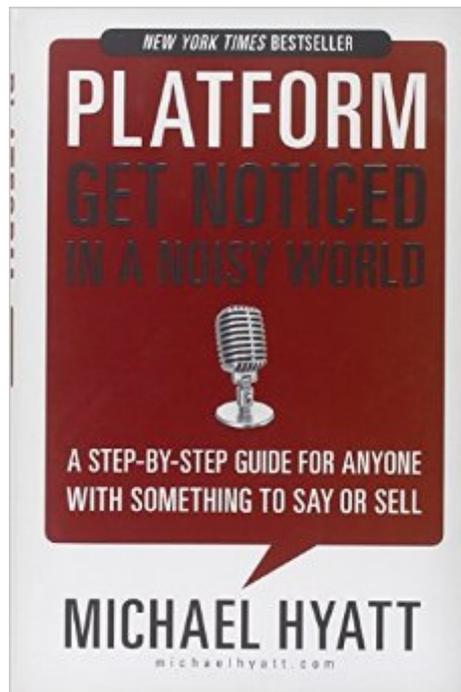


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# Platform: Get Noticed In A Noisy World



## Synopsis

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.

## Book Information

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## Customer Reviews

While I've been a fan and follower of Michael Hyatt's blog for a long time, I did not receive a free copy of *Platform*. I confess, as much as I like his blog, I wasn't going to buy the book for two

reasons:1. Prior to the launch of Platform, he mentioned that much of the content was reworked material from old blog posts (which I assumed I had read previously).2. Since I teach others how to start their own blog, I am already up to my eyeballs in information of this sort. Therefore, I thought I would hold off and wait until I could get a copy at the library. Incidentally, I bought the book the day it launched, swayed by all the 5-star reviews, enticed by the freebies he offered during launch week and intrigued by his launch process, which I wanted to watch firsthand (you just never know when that information will come in handy, you know). ;) I have read the book in full. Here are some of my thoughts, in no particular order:-- Overall, his tone is very encouraging and inspiring. I've read other how-to books in which the author seems arrogant and condescending, leaving me feeling discouraged and inept by the end. That was not the case here. By the end, I was rearin' to go!-- He makes a strong case for learning the ins and outs of social media as a way to grow your business, even if you don't have a lot of computer background or if you feel technically challenged. I am also self-taught so I wholeheartedly agree. As he says, the best way to learn, is to dive in and go for it.-- He talks about the importance of having a blog (or website) which acts as your home base online. I wholeheartedly agree with this point as well. However, like so many others, he doesn't go into great detail about exactly \*how\* to start a blog other than to offer tips such as "I recommend a WordPress.org blog." On the other hand, he goes into great detail about starting a Twitter account and he devotes several chapters to using Twitter effectively (see below).-- When looking at his numbers, I do think it's worthwhile to note that even though Hyatt started his blogging and social media journey like many of us (with little background knowledge), he has had significant advantages that I think have helped his online presence grow so well. He is graced with connections to well-known and very influential people (great for interviews, endorsements, etc). It also doesn't hurt to be the Chairman (formerly the CEO) of one of the largest publishing companies in the U.S. :) To be sure, this is well-deserved and his experience is vast. Clearly, he has worked very hard for many years to build a huge network of excellent contacts. He definitely makes no guarantees that if you use his tips, you will reproduce his results, but I do think it is helpful to look at those results with his background in mind. I appreciated seeing his hard numbers (great transparency), but even though my numbers don't come close to his (and I've been at this for years too), I need to look for upward trends, not specific numerical benchmarks, which would indicate growth.-- It is true, much of the book content is reworked posts that you can find for free on his blog. I found myself thinking many times, "Oh yeah, I remember reading this..." Because I bought the book for \$13 and because I got all the freebies along with it, I would gladly pay the same for it again. However, had I bought the book at full price (\$24) and didn't get the freebies, I think I would have been disappointed. If you're

not already familiar with his blog and don't feel like poking around there to see what he has written in the past, it's probably definitely worth having all that great info packaged so nicely.-- He offers a lot of tips for Twitter but doesn't talk about Facebook, Google+ or any other social media platform (except to mention he's not a huge fan of Facebook). Clearly this is because he has had the most success on Twitter which is understandable. But to those reading, I do think it's important to know who your audience is before assuming Twitter is the place to be. His target audience might be on Twitter, but if your target audience hangs out on Facebook or Pinterest more than Twitter, you should be on Facebook and Pinterest, not Twitter.-- True to Michael Hyatt style, the book is absolutely jam-packed with helpful, actionable tips that will help anyone who wants to become active and effective in social media. I think the challenge for the beginner will be to not get overwhelmed. There is certainly a lot of excellent information, but if you try to take it all in at once, you'll want to run for the hills! Tackle it in small chunks and implement his tips as you have the time. Think of it as a marathon, not a sprint. It really does take a long time to get established and start seeing results. I can't remember if he said it explicitly in the book, but I would also add that ideally, you will dive into social media \*before\* you have something specific to say or sell, not \*when\* you have something to say or sell. Hyatt's right, it's all about relationships these days, so the sooner you can get those relationships started, the better. Then, when you do have something to say or sell, you can tap into what you've already established. Overall, it's a great reference that I'm sure I'll be returning to again and again.

Amongst all the hype of a vanguard internet mega-book launch by Michael Hyatt (124,000 Twitter followers; 400,000 blog readers/month), the chairman of Thomas Nelson publishing (the 6th largest US book publisher, NÃ ˆ1 Christian publisher) on the subject of 'how an author might use the internet to broadcast his message', it's clearly difficult to separate the book (Platform) from the man (massive levels of experience) and the marketing campaign (shockingly effective and generous) but, this being a book review, I shall try. Michael obviously knows what he's talking about here and in just under 300 pages he provides a wealth of information for anyone who wishes to use blogs, Twitter and Facebook to build relationships online, to try and get their message across and to ultimately sell whatever it is they're hawking (books, political messages, etc...). He has based his book on the posts he has written on his own blog about how to blog and use social media, so much of the actual material seems to be available online if you search for it (here are chapters 2, 3, and 15, for example), although he has rewritten some paragraphs and added some new anecdotes to illustrate his points. The book is organised into five broad sections which walk you through the major

functional and relational steps related to blogging and the wise use of social media, and they explain the knowledge Michael has accumulated in building and promoting his own substantial platform over the past eight years. I think after reflecting on this for a few days that the book's effectiveness and a consideration of whether or not it achieves its main aim depends on who is reading it. If you have never come across Michael's work before, or if you have just begun blogging and are thinking about building your own platform, you would save a lot of time and energy by buying a copy of Platform and its contents will probably produce a 'wow' sensation (section 1: "Start with the Wow", chapter 2: "Bake in the Wow", chapter 7: "How to Wrap the Wow in Style") in your mind as you read along and think about the possibilities. I can think of a few friends who have just started blogging to whom I would certainly recommend this book. If, on the other hand, you have been reading Michael's blog for a while, if you have yourself been blogging for a few years (if not to Michael's level of success), if you have read some of the better business books that have been published over the last few years, if you have read previous blogging and social media books by other authors (Gary Vaynerchuk's "Crush It!", Seth Godin's "Tribes" or Chris Brogan's "Trust Agents"), or if you have read and tried to learn from popular how-to blogs (ProBlogger or Copyblogger), I predict you will not feel such a 'wow' sensation as you read and that you will be left instead with the feeling that this is clearly a solid revision of what are becoming accepted success principles for blogging and social-media but that there is nothing particularly new here; that this book does not add new knowledge to the conversation or to theories about how to do it all better. Before I read Platform, and given the Christian slant of both Thomas Nelson and most of the people who have participated in the pre-launch Facebook group, I wondered if there might be some interesting religious metaphors (followers, tribes, messages, etc) to be applied to the book's ideas, or if the book might be directed towards a Christian audience. Platform purposefully does neither of these things: its ideas are applicable to anyone wishing to use them. This general focus is perhaps also why I felt it was disappointing that the book didn't include much specific information--apart from an appendix on "Post Ideas for Novelists (also a blog post)"--for authors who wish to use these ideas. Whilst this is by design, I think I expected more in this sense from the chairman of the US's 6th largest publisher, who himself has built a hugely successful online platform. To conclude, then, Michael Hyatt's Platform is recommendable as a solid guide to blogging and social media principles and practice if you are a newcomer to these ideas but more experienced bloggers or aspiring authors won't find anything especially new or specifically relevant in the book that hasn't been said before somewhere. 3.5 stars out of 5

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