



## Stand Out: How to Find Your Breakthrough Idea and Build a Following Around It

By Dorie Clark



### Stand Out: How to Find Your Breakthrough Idea and Build a Following Around It By Dorie Clark

#### A guide to becoming a recognized expert in your field

Too many people believe that if they keep their heads down and work hard, they will be lauded as experts on the merits of their work. But that's simply not true anymore. To make a name for yourself, you have to capitalize on your unique perspective and knowledge and inspire others to listen and take action. But becoming a "thought leader" is a mysterious and opaque process. Where do the ideas come from, and how do they get noticed?

Dorie Clark explains how to identify the ideas that set you apart and promote them successfully. The key is to recognize your own value, cultivate your expertise, and put yourself out there.

Featuring vivid examples and drawing on interviews with Seth Godin, Robert Cialdini, and other thought leaders, Clark teaches readers how to develop a big idea, leverage existing affiliations, and build a community of followers. She offers not mere self-promotion, but an opportunity to change the world for the better while giving you the ultimate job insurance.

 [Download Stand Out: How to Find Your Breakthrough Idea and ...pdf](#)

 [Read Online Stand Out: How to Find Your Breakthrough Idea an ...pdf](#)

# Stand Out: How to Find Your Breakthrough Idea and Build a Following Around It

By Dorie Clark

**Stand Out: How to Find Your Breakthrough Idea and Build a Following Around It** By Dorie Clark

## A guide to becoming a recognized expert in your field

Too many people believe that if they keep their heads down and work hard, they will be lauded as experts on the merits of their work. But that's simply not true anymore. To make a name for yourself, you have to capitalize on your unique perspective and knowledge and inspire others to listen and take action. But becoming a "thought leader" is a mysterious and opaque process. Where do the ideas come from, and how do they get noticed?

Dorie Clark explains how to identify the ideas that set you apart and promote them successfully. The key is to recognize your own value, cultivate your expertise, and put yourself out there.

Featuring vivid examples and drawing on interviews with Seth Godin, Robert Cialdini, and other thought leaders, Clark teaches readers how to develop a big idea, leverage existing affiliations, and build a community of followers. She offers not mere self-promotion, but an opportunity to change the world for the better while giving you the ultimate job insurance.

## **Stand Out: How to Find Your Breakthrough Idea and Build a Following Around It** By Dorie Clark **Bibliography**

- Sales Rank: #1746565 in Books
- Published on: 2015-04-21
- Released on: 2015-04-21
- Formats: Audiobook, MP3 Audio, Unabridged
- Original language: English
- Number of items: 1
- Dimensions: 6.75" h x .50" w x 5.25" l,
- Running time: 5 Hours
- Binding: MP3 CD

 [Download Stand Out: How to Find Your Breakthrough Idea and ...pdf](#)

 [Read Online Stand Out: How to Find Your Breakthrough Idea an ...pdf](#)

## Download and Read Free Online Stand Out: How to Find Your Breakthrough Idea and Build a Following Around It By Dorie Clark

---

### Editorial Review

#### Review

“For those just starting a career or trying to reinvent themselves, this book is a great choice. The ideas presented are practical ways of establishing your brand and your influence as an expert.”

—*Library Journal*

“[*Stand Out*] provides an almost painless way to uncover and build your 'brand.’”

—*Booklist*

“It’s easy to admire a thought leader; it’s much harder to become one. *Stand Out* illuminates the path. With compelling advice from many of the world’s top influencers, as well as her own impressive journey, Dorie Clark has written a highly accessible book that’s both informative and motivating.”

—**Adam Grant**, Wharton professor of psychology and author of *Give and Take*

“This is the book for you if you are starting any kind of personal, professional, or societal movement. Clark has penned a breakthrough process for taking your big idea from infancy to maturity. Read this book and your revolution will be officially in motion. Highly recommended.”

—**Michael Port**, author of *Book Yourself Solid*

“In today’s crowded marketplace, having a great résumé or business idea is not enough to be successful. In *Stand Out*, Dorie Clark clearly and powerfully teaches you how to become a recognized expert in your field, leading to more opportunities, income, and impact in the world.”

—**Pamela Slim**, author of *Body of Work*

“This isn’t another book about marketing. It’s a book about how to develop an idea and a voice powerful enough to deserve a powerful following and real influence. It’s about how to stand out in the ways that matter.”

—**Ryan Holiday**, author of *The Obstacle Is the Way* and *Growth Hacker Marketing*

“Dorie Clark has developed an engaging resource to differentiate yourself in today’s marketplace. From finding your niche, or big idea, to building your audience, Clark effortlessly guides you through the process to inspire others.”

—**Keith Ferrazzi**, author of *Never Eat Alone* and *Who’s Got Your Back*

“Dorie Clark is a thought leader in how to be a thought leader. She’s an expert in how to be an expert. Her book offers clear tips on how to stand out, whether you’re a blogger, a rocket designer, or a laundry machine reviewer.”

—**A. J. Jacobs**, author of *The Know-It-All*

#### From the Inside Flap

Too many people believe that if they keep their heads down and work hard, they'll be recognized on the merits of their work. But that's simply not true anymore. "Safe" jobs disappear daily, and the clamor of everyday life drowns out ordinary contributions. To make a name for yourself, to create true job security, and to make a difference in the world, you have to share your unique perspective and inspire others to take action. But in a noisy world where it seems everything's been said--and shouted from the rooftops--how can

your ideas stand out?

Fortunately, you don't have to be a genius or a worldwide superstar to make an impact. Drawing on interviews with more than fifty thought leaders in fields ranging from business to genomics to urban planning, Dorie Clark shows how these masters achieved success and how anyone--with hard work--can do the same. Whether it's learning to ask the right questions, developing and building on an expert niche, or combining disparate fields to get a new perspective, Clark outlines ways to develop the ideas that set you apart.

Of course, having a breakthrough insight is only half the battle. If you really want to share your ideas, you have to find a way to build an audience, communicate your message, and inspire others to embrace your vision. Starting small is fine; Clark provides a step-by-step guide to help you leverage your existing networks, attract new people to your cause, and, ultimately, build a community around your ideas.

Featuring vivid examples based on interviews with influencers such as Seth Godin, David Allen, and Daniel Pink, Clark shows you how to break through and ensure your ideas get noticed. Becoming a thought leader, in your company or in your profession, is the ultimate career insurance. But--even more important--it's also a chance to change the world for the better. Whatever your cause, perspective, or point of view, the world can't afford for the best ideas to remain buried inside you. Whether it's how to improve the educational system or how to make your company more efficient, your ideas matter. The world needs your insights, and it's time to be bold.

From the Back Cover

**Praise for *Stand Out***

"It's easy to admire a thought leader; it's much harder to become one. *Stand Out* illuminates the path. With compelling advice from many of the world's top influencers, as well as her own impressive journey, Dorie Clark has written a highly accessible book that's both informative and motivating." --**Adam Grant**, Wharton professor and author of *Give and Take*

"This is the book for you if you are starting any kind of personal, professional, or societal movement. Clark has penned a breakthrough process for taking your big idea from infancy to maturity. Read this book and your revolution will be officially in motion. Highly recommended." --**Michael Port**, author of *Book Yourself Solid*

"In today's crowded marketplace, having a great résumé or business idea is not enough to be successful. In *Stand Out*, Dorie Clark clearly and powerfully teaches you how to become a recognized expert in your field, leading to more opportunities, income, and impact in the world."--**Pamela Slim**, author of *Body of Work*

"This isn't another book about marketing. It's a book about how to develop an idea and a voice powerful enough to deserve a powerful following and real influence. It's about how to stand out in the ways that matter." --**Ryan Holiday**, author of *The Obstacle Is the Way* and *Growth Hacker Marketing*

"Dorie Clark has developed an engaging resource to differentiate yourself in today's marketplace. The focus is a shift away from anticipating merits for hard work toward proactively creating your own space within your company or in the community to become an acknowledged expert in your field. From finding your niche, or big idea, to building your audience, Clark effortlessly guides you through the process to inspire others." --**Keith Ferrazzi**, author of *Never Eat Alone* and *Who's Got Your Back*

"Dorie Clark is a thought leader in how to be a thought leader. She's an expert in how to be an expert. Her book offers clear tips on how to stand out, whether you're a blogger, a rocket designer or a laundry machine reviewer." --**AJ Jacobs**, author of *Drop Dead Healthy* and *The Year of Living Biblically*

## **Users Review**

### **From reader reviews:**

#### **Dennis Johnson:**

Book is usually written, printed, or descriptive for everything. You can recognize everything you want by a reserve. Book has a different type. As it is known to us that book is important point to bring us around the world. Close to that you can your reading talent was fluently. A reserve Stand Out: How to Find Your Breakthrough Idea and Build a Following Around It will make you to end up being smarter. You can feel considerably more confidence if you can know about every little thing. But some of you think that will open or reading a new book make you bored. It isn't make you fun. Why they are often thought like that? Have you trying to find best book or suitable book with you?

#### **Bruce Benedict:**

This book untitled Stand Out: How to Find Your Breakthrough Idea and Build a Following Around It to be one of several books which best seller in this year, honestly, that is because when you read this e-book you can get a lot of benefit onto it. You will easily to buy this particular book in the book retail store or you can order it by means of online. The publisher of the book sells the e-book too. It makes you quickly to read this book, as you can read this book in your Touch screen phone. So there is no reason for your requirements to past this publication from your list.

#### **Norma Harrell:**

The guide untitled Stand Out: How to Find Your Breakthrough Idea and Build a Following Around It is the e-book that recommended to you you just read. You can see the quality of the publication content that will be shown to a person. The language that publisher use to explained their ideas are easily to understand. The article writer was did a lot of investigation when write the book, therefore the information that they share for your requirements is absolutely accurate. You also can get the e-book of Stand Out: How to Find Your Breakthrough Idea and Build a Following Around It from the publisher to make you considerably more enjoy free time.

#### **William Jones:**

Your reading sixth sense will not betray a person, why because this Stand Out: How to Find Your Breakthrough Idea and Build a Following Around It book written by well-known writer we are excited for well how to make book which might be understand by anyone who have read the book. Written with good manner for you, dripping every ideas and creating skill only for eliminate your own personal hunger then you still hesitation Stand Out: How to Find Your Breakthrough Idea and Build a Following Around It as good book not just by the cover but also by content. This is one publication that can break don't ascertain

book by its protect, so do you still needing a different sixth sense to pick that!? Oh come on your reading through sixth sense already said so why you have to listening to an additional sixth sense.

**Download and Read Online Stand Out: How to Find Your Breakthrough Idea and Build a Following Around It By Dorie Clark #LQCO62NHMIZ**

## **Read Stand Out: How to Find Your Breakthrough Idea and Build a Following Around It By Dorie Clark for online ebook**

Stand Out: How to Find Your Breakthrough Idea and Build a Following Around It By Dorie Clark Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Stand Out: How to Find Your Breakthrough Idea and Build a Following Around It By Dorie Clark books to read online.

### **Online Stand Out: How to Find Your Breakthrough Idea and Build a Following Around It By Dorie Clark ebook PDF download**

#### **Stand Out: How to Find Your Breakthrough Idea and Build a Following Around It By Dorie Clark Doc**

**Stand Out: How to Find Your Breakthrough Idea and Build a Following Around It By Dorie Clark Mobipocket**

**Stand Out: How to Find Your Breakthrough Idea and Build a Following Around It By Dorie Clark EPub**