

PLATFORM

Get Noticed in a Noisy World
A Day About Books 2012

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Slide

• Introduction

Slide 1: Title

- 1. It looks like I am the only one on stage.
- 2. But you are on stage too.
 - More than four centuries ago, William Shakespeare said, “All the world’s a stage.
 - It’s more true now than ever before.
 - If you have something to say or sell—whether it is a product, a service, a brand, or a cause—you are on stage. But ...

Slide 2: Shakespeare

- 3. That stage is very crowded.
 - We live in a very noisy world.
 - More than 164 million blogs.
 - More than one million new books published last year. Amazon has more than 27 million in its online database.
 - Thousands of television and radio shows.
 - More video uploaded to video in the last 60 days than was produced by all three major networks in the first 60 years of their existence.
 - This doesn’t even include Facebook, Twitter, LinkedIn, Google +, Pinterest, apps, or games.

Slide 3: Stock Market

- 4. That’s why you need a platform.
 - But what is a platform?
 - It’s that thing you stand on to be heard.

Slide 4: Platform

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- Originally, it was just a small hill.
 - Example: Sermon on the Mount
- Then we started to build platforms made of wood.
 - Joke: My great, great, great grandfather fell off a wooden platform.
 - Punch line: He was hanged. Slide 5: Noose
 - But that's not the kind of platform I'm talking about.
 - I'm still talking about ...
- A stage ... but NOW super-sized ones. Slide 6: Stage
 - Made of trusses with thick, metal flooring
 - Mountains of speakers
 - Hundreds of lights
 - and ... smoke
 - But today's platforms are very different.
- Today, they are made of people: Slide 7: Diverse Crowd
 - Contacts
 - Connections
 - Customers
 - Prospects
 - Followers
 - Fans
- 5. How I got interested in building a platform. Slide 8: Black
 - Reminder: "This is still part of my introduction. I realize this is a longer than usual but it is important. I am laying the foundation for what follows."

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- I had a platform and then lost it.
 - I built a huge platform in the 1990s ... or so I thought.
 - Turns out, it was only borrowed.
 - As a result, I basically quit writing.
- As a publisher, we kept turning away authors with good content.
 - The reason? They didn't have a platform.
 - Then a funny thing happened ...
- I started blogging—and accidentally built a new platform. Slide 9: Blogging
 - I started in April 2004. Slide 10: Chart
 - Here's how my blog traffic grew:
 - Year 1 (2004): 110 readers a month Build 1: 2004
 - Year 2 (2005): 225 readers a month Build 2: 2005
 - Year 3 (2006): 450 readers a month Build 3: 2006
 - Year 4 (2007): 700 readers a month Build 4: 2007
 - Year 5 (2008): 20,000 readers a month Build 5: 2008
 - Year 6 (2009): 43,000 readers a month Build 6: 2009
 - Year 7 (2010): 59,000 readers a month Build 7: 2010
 - Year 8 (2011): 183,000 readers a month Build 8: 2011
 - Year 9 (2012): 261,000 readers a month Build 9: 2012
- I am not telling you this to brag. I'm telling you this to encourage you!
- Four observations:
 - 1. I blogged for four years before I broke 1,000 readers a month.

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- 2. I hit a big inflection point in 2008. Why? Three REASONS.
 - a. I started blogging more consistently (three days a week). AND I found my blogging voice.
 - b. I began using social media.
 - c. A few big web sites linked to me, including *Lifehacker* and *The Huffington Post*. This gave me exposure to a whole new audience.

Observation: many people quit right before they are about to succeed!

- 3. I built a platform before I needed it.
 - When is the best time to plant a tree? Twenty-five years ago. When is the second best time? Now.
 - When is the best time to build a platform? Five years ago. When is the second best time? Today.
- 4. It could have done it faster today if I had known then what I know now.

- I have distilled everything I learned into my new book.
- I carefully documented everything I learned along the way—successes AND failures.
 - 5 parts, 60 chapters
 - Step-by-step instructions
 - Real-world experience
- It just came out three weeks ago, and it hit all the major bestseller lists, including the *New York Times*, *Wall Street Journal*, and *USA Today*. It is in its fourth printing.

Slide 11: Book

- Buy the book TODAY and get three FREE bonuses worth \$110.98:
 - All the digital editions of the book.
 - The unabridged audio edition of the book.

Slide 12: Special Gifts

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- A 45-minute video, entitled, “Why Now Is the Best Time Ever to Be an Author.”
 - We are also offering a discount if you want to buy multiple copies—and, yes, they will also get the bonuses.
 - One copy for \$20.00
 - Two copies for \$35.00
 - Three copies for \$50.00
 - I’m still in the introduction. Hang with me. This is going to be worth it.
- 6. Building a platform provides you with three BENEFITS.
- a. Visibility—this goes back to the metaphor of a stage. It provides a way for others to see you. Slide 13: Multiple copies
 - b. Amplification—this allows your voice to be heard. This is especially true because of social media. A microphone leverages your voice. So does a platform. Slide 14: Benefits
 - c. Connection—traditional media only provides unilateral intimacy. Modern platforms provide BILATERAL INTIMACY. Build 1: Visibility
- 7. Everything has changed in the last 6–7 years.
- It used to be that someone else owned the platform. You couldn’t get access to that platform, unless you could get past the GATEKEEPERS. Build 2: Amplification
 - Someone had to pick you:
 - A producer had to pick you to host a radio or TV show. Build 3: Connection
 - An editor had to pick you to write a magazine or newspaper column.
 - A publisher had to pick you to publish a book.
 - OR, you had to invest millions of your own dollars in building an alternative media channel. Slide 15: Bouncers

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- BUT ...
- Social media changed all that.
 - Now, for the first time in history, non-celebrities—people like you and me—can get noticed in an increasingly noisy world.
 - Transition: My thesis for this session is this ...

Slide 16: Diving Board

• Objective

You can create a powerful, personal platform by taking just five STEPS.

Slide 17: Thesis

• Rationale

• 1. *Step 1: Start with wow.*

Slide 18: Step 1

- David Ogilvy, “Great marketing only makes a bad product fail faster.”
- “It’s the product, Stupid.”
- In the age of social media, you can never forget that:
 - Everyone has a megaphone.
 - Everyone is connected to everyone else.

Slide 19: Ogilvy

- The key to wow is to exceed market expectations.
 - Wow is that gap that exists between what someone expects and what they experience.
 - Example: The Chronicles of Narnia movie.
 - Design products YOU would use.

Slide 20: Pole Vault

- Just ship it.
 - Don’t let perfection derail you.
 - Accept the idea of “permanent beta.”

Slide 21: Shipping

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|---|---------------------------|
| • 2. Step 2: Prepare to launch. | Slide 22: Step 2 |
| • Accept personal responsibility for the outcomes. | |
| • Story of Bill, the former bestselling author. | |
| • You assume the role of Chief Marketing Officer | Slide 23: Rearview Mirror |
| • Set goals—dare to dream. | Slide 24: Jetpack Boy |
| • Example: On December 16, 2011, I wrote down this goal:
Get <i>Platform</i> on the <i>New York Times</i> list by May 30, 2012. | |
| • Assemble your pit crew. | Slide 25: Pit Crew |
| • 3. Step 3: Build your home base. | Slide 26: Step 3 |
| • To do this you have to understand ... the social media framework. | Slide 27: Framework |
| • People get confused. So many options. Here's how it all fits together ... | |
| • "The social media framework" | Slide 28: Graphic |
| • My HOME BASE is my blog: a piece of digital real estate that I own and control. | Build 1: Blog |
| • Social media services are my EMBASSIES: places in cyberspace that I don't own or control but where I have credentials and a presence. | Build 2: Embassies |
| • I then use OUTPOSTS to monitor chatter about me, my brand, my products, etc. | Build 3: Outposts |
| • But forget about all of this for now. I want you to focus on your home base. For me, that is michaelhyatt.com. | |
| • For you, it may be: | Slide 29: Home Bases |
| • A blog: | Build 1: WordPress |
| • Example: Jeff Goins at GoinsWriter.com | |
| • A podcast: | Build 2: iTunes |

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- Example: Dan Miller at 48Days.net
- Or a video:
 - Example: Coach Bill Hart at CoachBillHart.com
 - Decide on the one you are the most comfortable with.
- **4. Step 4: Expand your reach.**
 - Many people are uncomfortable with marketing.
 - Example: my friend, Pastor Mike.
 - Kiss marketing goodbye—or at least interruption-based marketing.
 - This is the kind that is impersonal, irrelevant, and unanticipated—in other words, SPAM.
 - Car commercials, furniture commercials.
 - This kind of marketing is DEAD.
 - What if marketing was just about sharing?
 - Focus on adding value.
 - As it turns out, “it is more blessed to give than to receive” is a brilliant marketing strategy.
 - Establish your embassies.
 - Go where the people are!
- **5. Step 5: Engage your tribe.**
 - Definition of a tribe:
 - Tribes used to be about geography, shared ethnicity and culture, and a common history.
 - But according to Seth Godin, a tribe is whenever you have a group of people who:
 - Share your passion

Build 3: YouTube

Slide 30: Step 4

Slide 31: Salesman

Slide 32: Friends

Slide 33: Blessed

Slide 34: Marketplace

Slide 35: Step 5

Slide 36: Tribe

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- Have a way of communicating with one another
- Are willing to follow your leadership
- Examples: Apple Fans, Dave Ramsey fans, Harley Davidson enthusiasts.
- This is not about a monologue. Slide 37: Microphone
- You are leading a conversation. Slide 38: Dinner Party
 - Think of it as a dinner party.
 - You are the host.
 - You have the privilege of choosing the topic of conversation.
- Practice the 20-to-1 rule. Slide 39: 20-to-1
- **Conclusion**
 - 1. Summary: Slide 40: Summary
 - You can create a powerful, personal platform by taking just five STEPS.
 - 1. Step 1: Start with wow. Build 1: Step 1
 - 2. Step 2: Prepare to launch. Build 2: Step 2
 - 3. Step 3: Build your home base. Build 3: Step 3
 - 4. Step 4: Expand your reach. Build 4: Step 4
 - 5. Step 5: Engage your tribe. Build 5: Step 5
 - 2. Tony Robbins firewalk story. Slide 41: Blank
 - [Set up the story. When I talk about walking on the fire, go to the next slide.] Slide 42: Hot Coals
 - What does this have to do with building a platform? Everything.

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- Setting out to develop a platform can be overwhelming and scary. Going to the next level can be scary! There is so much to learn.
 - What if you make a mistake or look foolish?
 - What if they don't like you?
 - What if you fail?
- Forget all of that. Just like fire walking, the key is to start.
- The real question is this ...
- What would a platform make possible?
 - For you?
 - For your business?
 - For your cause?
 - For your future?
- You're not here by accident.
 - Call me naive, but I don't believe in accidents. You are here for a reason. You're in this session for a reason ...
 - This is your time.
 - Build your platform.
 - Step up on stage.
 - We are counting in you!

Slide 43: Question

Slide 44: Mic and Stage

• Q&A

Slide 45: Q&A