



**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.

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“Any author, speaker, or small business owner who wants a blueprint for getting the attention and visibility they want needs to read this book.”

—**JOHN C. MAXWELL** *New York Times* best-selling author and leadership expert

“Michael Hyatt, one of the pioneers of social networking and blogging, shares his successful blueprint for raising your visibility. Learn from his experience and save yourself time, money, and frustration by following his step-by-step advice.”

—**SKIP PRICHARD** President & CEO, Ingram Content Group, Inc.

“Finally, in a single book, the blueprint for your platform is revealed by blog wunderkind Michael Hyatt . . . Read it and expand your influence.”

—**TIM SANDERS** Former Chief Solutions Officer at Yahoo author of *Today We Are Rich*

“From starting a blog to creating an online media kit, from building a speaking page to getting more Twitter followers, it’s all here—everything you need to know to build your own platform and start getting the attention you deserve.”

—**ANDY ANDREWS** *New York Times* best-selling author of *How Do You Kill 11 Million People*, *The Noticer*, and *The Traveler’s Gift*

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“A generous book from a man who knows what he’s talking about. Michael Hyatt has built a platform, and you can too.”

—**SETH GODIN** *New York Times* best-selling author of *We Are All Weird*

### BUILDING A PLATFORM HAS NEVER BEEN EASIER.

It’s not about being picked by a gatekeeper, investing thousands of dollars in consultants, or understanding complex technology. That may have been the ticket five years ago, but not today. Social media technologies have changed everything. Now, for the first time in history, non-celebrities—people like you—can get noticed and win big in an increasingly noisy world.

Michael Hyatt did it. From a social media following of zero, he has built his platform to become one of the largest in the world, as a popular blogger and highly sought-after speaker. In *Platform* Hyatt has gathered his goldmine of experiences into this concise manual on building an enthusiastic audience. Step by step. Proving that while social media may be increasingly complex, advice on how to navigate it doesn’t have to be.

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“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*  
*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  
*New York Times* best-selling author

“Michael Hyatt is the authority on creating a platform in our crowded world, and *Platform* is the definitive, step-by-step guide to building a platform—from the ground up.”

—**CLAIRE DÍAZ ORTIZ** Social Innovation/Twitter, Inc.



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GET NOTICED IN A NOISY WORLD  
**PLATFORM**



**MICHAEL HYATT**



# PLATFORM GET NOTICED IN A NOISY WORLD



A STEP-BY-STEP GUIDE FOR ANYONE  
WITH SOMETHING TO SAY OR SELL

# MICHAEL HYATT

NEW YORK TIMES BEST-SELLING AUTHOR

### ISN'T A GREAT PRODUCT ENOUGH? SHOULDN'T IT BE ABLE TO STAND ON ITS OWN?

When there were three TV channels and two kinds of toothpaste, quality alone could sell itself. But in a global economy crowded with millions of competitors, quality is just the beginning.

The real challenge is getting the attention of those who might buy your product or service. Two little words have combined to make this easier, less expensive, and more possible than ever: social media. Websites, blogs, apps, and social networks—used in concert and with savvy—can connect you with a global audience. No gatekeepers. No massive fees.

Michael Hyatt knows from experience. An author, agent, and publisher for more than thirty years, he has spent the past eight years creating an online following that numbers in the hundreds of thousands—all while leading the largest inspirational publisher in the world.

But a flashy website is not a platform. A Facebook page joins millions just like it. Creating an effective platform is the key to success, but it is not simple. In *Platform*, Hyatt condenses his expert knowledge into step-by-step plans for building your own virtual stage, including:

- Proven strategies
- Easy-to-follow formulas
- Practical guidance

You don’t need a separate book to explain each application, each decision. You just need one book that distills it all into clear, proven paths. You just need *Platform*.



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