



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

By Dorie Clark



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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.

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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*

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Users Review

From reader reviews:

Lois Araiza:

What do you consider book? It is just for students as they are still students or that for all people in the world, the actual best subject for that? Merely you can be answered for that problem above. Every person has distinct personality and hobby for each and every other. Don't be pressured someone or something that they don't need do that. You must know how great in addition to important the book Stand Out: How to Find Your Breakthrough Idea and Build a Following Around It. All type of book can you see on many methods. You can look for the internet options or other social media.

Donna Lacher:

Information is provisions for individuals to get better life, information currently can get by anyone with everywhere. The information can be a know-how or any news even a concern. What people must be consider while those information which is within the former life are challenging to be find than now is taking seriously which one is suitable to believe or which one the resource are convinced. If you receive the unstable resource then you have it as your main information it will have huge disadvantage for you. All of those possibilities will not happen inside you if you take Stand Out: How to Find Your Breakthrough Idea and Build a Following Around It as the daily resource information.

Joel Kiser:

People live in this new morning of lifestyle always attempt to and must have the free time or they will get wide range of stress from both lifestyle and work. So , once we ask do people have time, we will say absolutely indeed. People is human not really a huge robot. Then we question again, what kind of activity do you possess when the spare time coming to you actually of course your answer can unlimited right. Then do you ever try this one, reading textbooks. It can be your alternative in spending your spare time, the book you have read is Stand Out: How to Find Your Breakthrough Idea and Build a Following Around It.

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