



PLATFORM

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

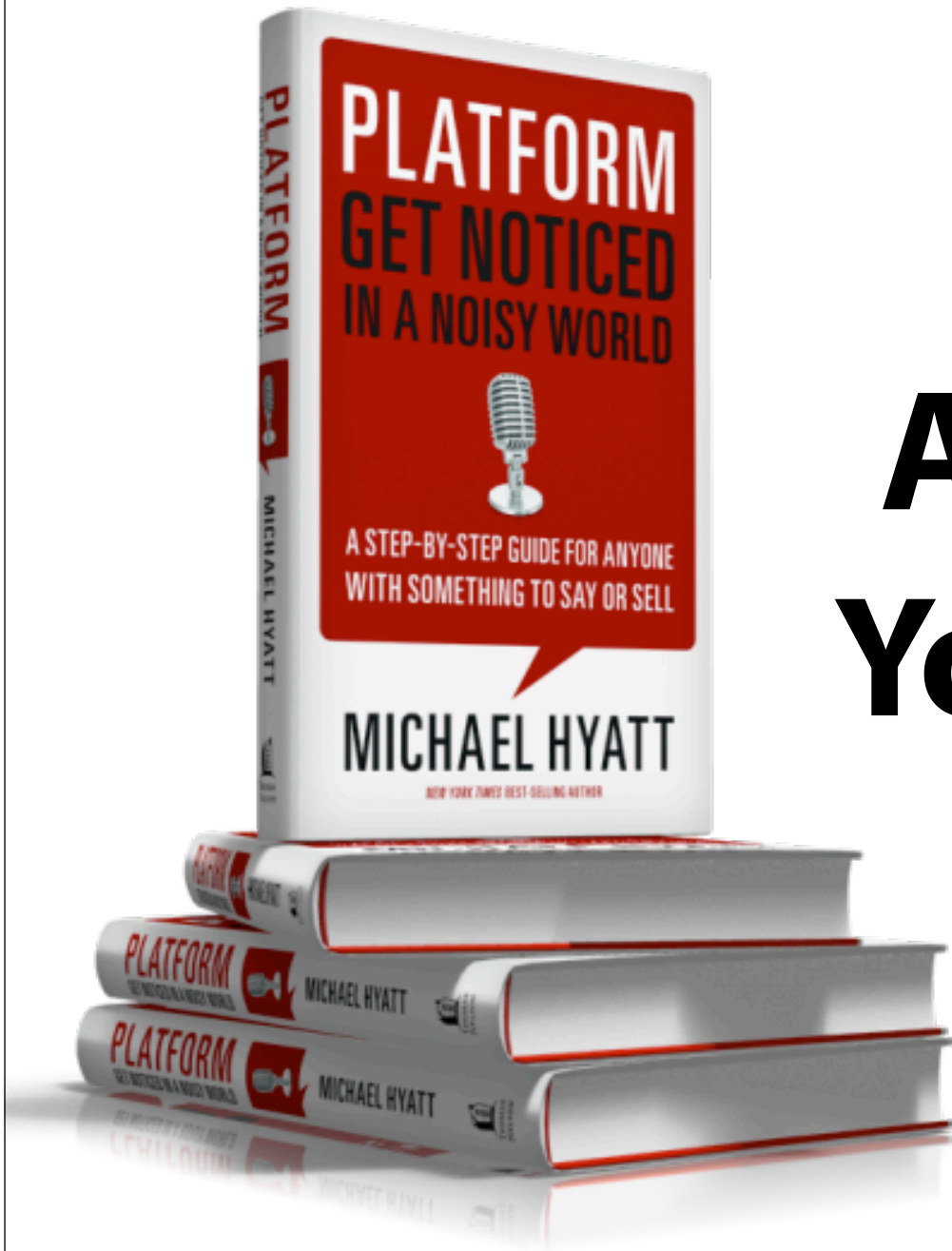
MICHAEL HYATT

PLATFORM

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PLATFORM

MICHAEL HYATT



Assemble Your Team!

<http://michaelhyatt.com/platform-launch-team-invitation.html>

As we're approaching the launch of [my new book](#), I've decided to try something different. I am inviting 100 of my readers to join me in creating a special "Platform Launch Team." It's a peer group of people who are willing to roll up their sleeves and help get the word out about the book.

TEAM MEMBER BENEFITS

As a Platform Launch Team member you will get:

1. A free, electronic review [copy of the book](#) in advance of the publication date (Kindle, Nook, iPad, or PDF).
2. The exclusive opportunity to interact with me around the content of the book using the new [BookShout](#) social reading platform (Just wait 'til you see this!)
3. Exclusive access to a Private Facebook Group
4. Periodic e-mails from our Platform Launch Team Lead with the best ideas to help you get the word out.
5. A special 30-minute group phone session with me prior to the launch of the book
6. The opportunity to network with the other Platform Launch Team members.
7. A special THANK YOU with link to your blog or website on my blog

<http://michaelhyatt.com/platform-launch-team-invitation.html>

8. A 25% off discount on my soon-to-be-released *Get Published* product. This 21-session audio program contains nearly everything I've learned about publishing in my thirty-year career.

TEAM MEMBER REQUIREMENTS

As a member of the Platform Launch Team you:

- Agree to help spread the word about the book in any way you can, to your existing platform and beyond, during the week of May 21st.
- Share ideas and brainstorm additional ways we might further expose the message to an even greater audience. All ideas are welcome.

That's it!

<http://michaelhyatt.com/platform-launch-team-invitation.html>

Congratulations! You have been chosen to be one of Michael Hyatt's "Platform" Launch Team members!

We are so glad and thankful to have you be a part of this team!

Before we dive into the nuts and bolts, let me bring you up to speed.

My name is Daniel Decker and I am working with Michael as part of great group of people who are coordinating the release of his book. In addition to other marketing related things, I will be your primary "Platform" Launch Team contact. Mike will interact periodically but I'll be your primary.

Let's get started...

1. If you are on Facebook we'd like to invite you to join a special, exclusive "Platform" Launch Team Group. Go to the link below and click "Join Group" on the top right of the page. If you encounter any issues, please let me know.


2. Feel free to post a note on Twitter and Facebook, etc. saying that you are on the official "Platform" Launch Team. Include the hashtag #PlatformBook and a link to <http://michaelhyatt.com/platform> - Here is a sample post:

I was just selected to be on @michaelhyatt's #PlatformBook launch team! <http://michaelhyatt.com/platform>

3. Later today / tonight we will send you a link to access an online review copy of "Platform" as well as a few additional instructions on what to do next. Until then, welcome to the team!

Daniel Decker



<http://michaelhyatt.com/platform-launch-team-invitation.html>

TEAM MEMBER SIGN-UP

Thank you for your interest in the Platform Launch Team but the application process is now over. We picked 100 people out of the 764 who applied.

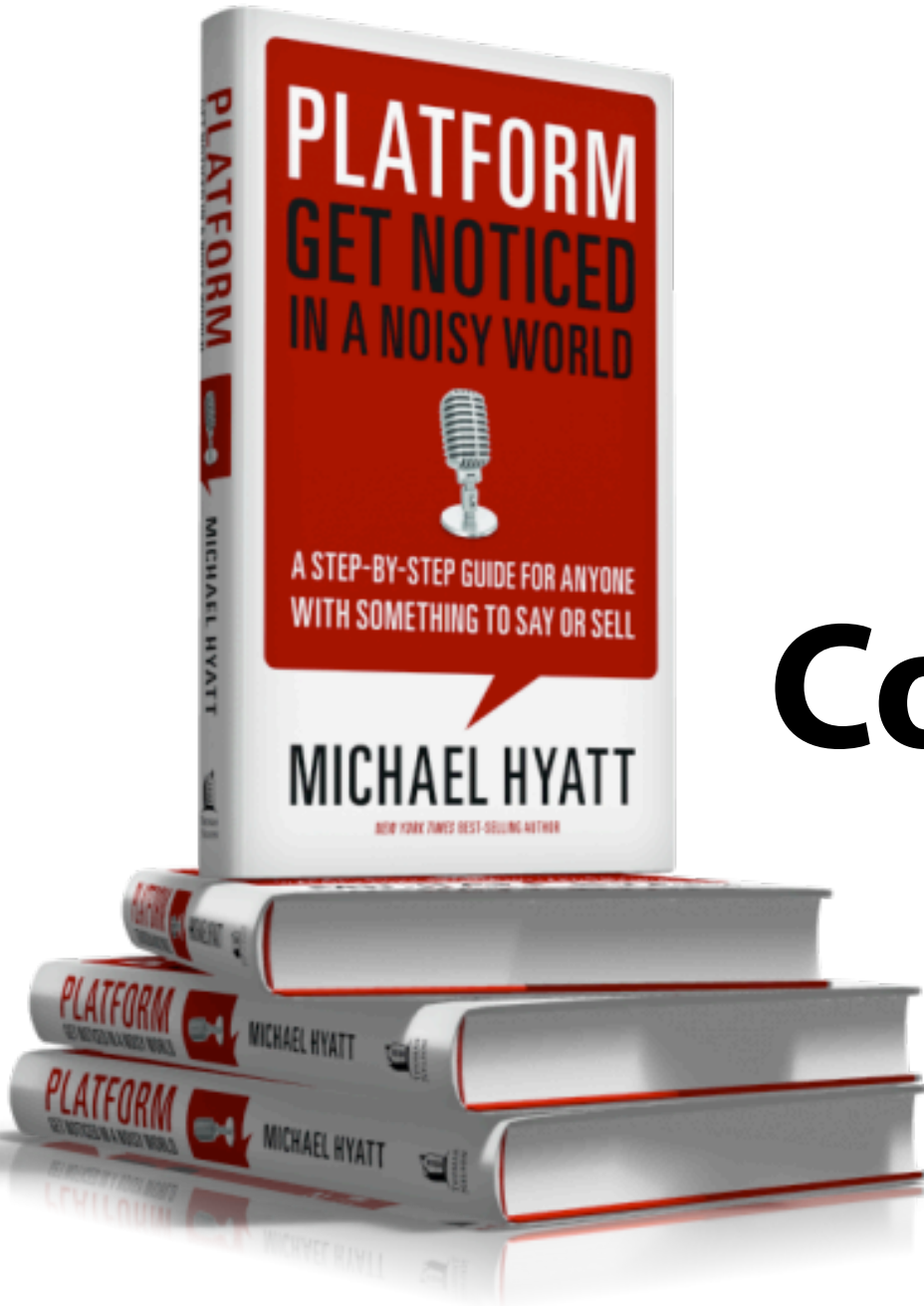
You can still help though! Here are a few ways:

1. During the week of May 22, order a copy (or copies) of *Platform*. I will give you eight FREE BONUSES worth \$375.98 for doing so. You can [signup here](#) to be notified.
2. Encourage others on Twitter, Facebook, etc. to take advantage of the launch week offer.
3. Read the book and post a review on Amazon, Barnes & Noble, etc.
4. Build your platform!

The last one is most important to me. You have something to say or sell and my sincere desire is that you will use what I have shared to get your message noticed!

Question: What do you think of this idea? You can leave a comment by [clicking here](#).

Special Community





Paul Evans

FAVORITES

- News Feed
- Messages

GROUPS

- Paul Evans' Virtual Mast...
- Platform Launch Team**
- DIY30
- Video Traffic Academy [...]
- Internet Marketing... 1
- Ciudad de Angeles, Inc.
- SCORRE 2012
- PLR Mastermind
- Firehouse
- Anthony Tony Robbins ...
- Create Group...

PAGES

- Paul B Evans
- Nicheology.com
- LIVE 1821

APPS

- Events 9



Platform Launch Team

- About
- Events
- Photos
- Docs

- Write Post
- Add Photo / Video
- Ask Question

Write something...



Daniel Decker

Sent you all an email but here is a link that contains a Word doc with promotional copy and Twitter / Facebook post ideas. Note: Certainly prefer any blog posts, etc. to be in your own words and with your own endorsement of the book but these ideas might help you at least see how to work in the BONUS CONTENT offering and link.
<http://www.higherlevelgroup.com/hyatt/media.html>



Hyatt Media
www.higherlevelgroup.com

Like · Comment · Follow Post · Share · 10 minutes ago

View all 2 comments



Wanda L Ball Hi Daniel! Thanks for the info to use on our websites/blogs.. but can we get the banners in html code instead of just a pic to link to? My blog's sidebar through



Michael S. Hyatt

Publishers Weekly, the major trade journal in the book publishing world, just posted their interview with me. Feel free to share.



PW Talks with Michael Hyatt 'Content Is King, but Platform Is Queen'

www.publishersweekly.com

In Platform: Get Noticed in a Noisy World (Thomas Nelson, May), Michael Hyatt offers advice not only on developing influence via social media but on monetizing that influence and turning it into a sustainable, long-term career. Hyatt was CEO of Thomas Nelson for six years and now serves as its chair...

[Unlike](#) · [Comment](#) · [Follow Post](#) · [Share](#) · about an hour ago near Franklin, TN

You, [Pilar V. Arsenec](#) and 2 others like this.

[View all 13 comments](#)



Heidi Kreider commented, tweeted and so excited for next week!

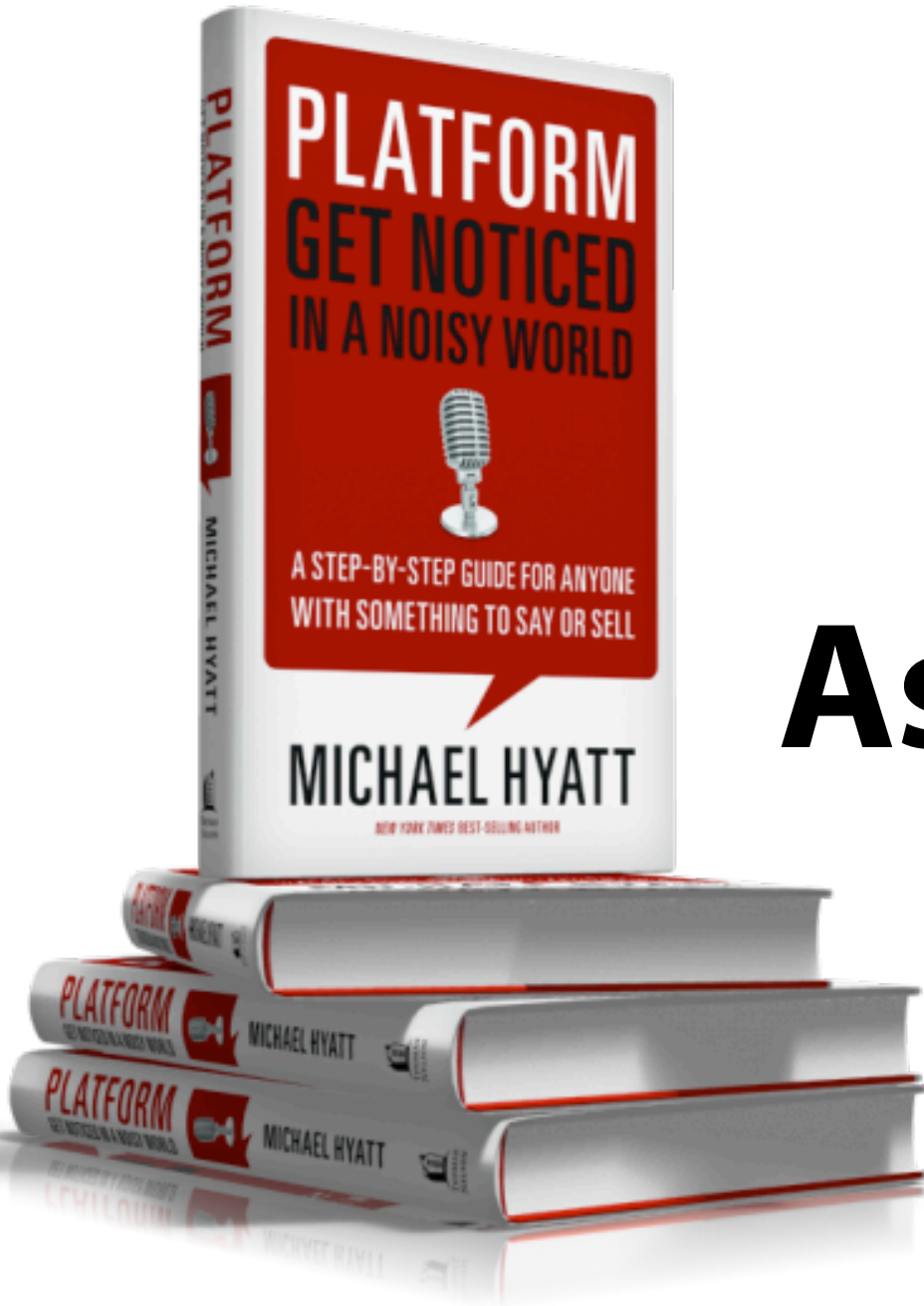
19 minutes ago · [Like](#)



Pilar V. Arsenec I commented and tweeted it as well. :)

5 minutes ago via mobile · [Like](#)

Special Assignments



Hello Platform Launch Team!

I hope this email finds you well. Below are a few updates and "What's Next" notes for you. I'll try to be as brief as possible but there is a lot to share. :)

PLT LISTING ON MICHAEL'S SITE

<http://michaelhyatt.com/platform/platform-launch-team>

Michael has posted a PLT Launch Team page on his site. The listing is sorted by last name. Feel free to link to this page, copy this page and repost in your own blogs, social, etc. As the campaign goes on, we'll promote the page as well, which we hope will bring each of you a little added exposure.

REVIEWS PAGE

<http://michaelhyatt.com/platform/reviews>

Michael has added a Reviews page to his site as well. This page will serve as an ongoing place where links to posts and news are shared. We'll reference this page and specific posts periodically. If / when you post any sort of review about PLATFORM, please make sure you send me your link via email so that I can get it up on Michael's review page. *Note: We prefer review posts to hit next week (May 21-May 25) to coincide with our bonus gift offer, however if you post something sooner... just instruct your followers to wait to buy the book until May 21-May 25 at <http://michaelhyatt.com/platform> so they can benefit.

MEDIA & PROMOTION RESOURCES

We are almost done setting up a page for you that will include banner ads, badge images, sample / suggested Tweets and promotional copy (which includes the wording for our next week's launch and bonus offer). We'll have that to you tomorrow morning sometime so that you can review.

NEXT STEPS...

1. If you haven't finished reading the book yet, please try to do so as soon as you can.
2. Once you have read it, please leave a review on Amazon and BN. (By the way, many of you have posted amazing reviews so far... THANK YOU!)
3. Plan to share a review of the book + encouragement for others to buy sometime next week. Ideally, you would post (on your blog, in your email newsletter, etc) on May 21 or May 22, however any time that week is great. People will have from May 21 – May 25 to buy and get access to the bonuses. After May 25 at midnight, the premium bonus offer goes away for good. Again, we'll send you some sample promotional copy with wording tomorrow.
4. Plan to Tweet and post notes on your Facebook Page / Profile next week that encourage people to buy the book and access the free bonuses.
5. If you have a network of influencers or anyone who you feel would help us spread the word... feel free to reach out to them and ask them to join in. Perhaps asking them to share your blog post or Retweet one of your Tweets next week would be worthwhile.
6. Share any additional ideas that you have. If you think you have a great promotional idea that can help, shoot me an email with details. If we use your idea, we'll make sure you get all the credit and possibly a special gift. :)

Tomorrow's email will contain that sample promotional copy as well as a few other ideas for you and a note of how we are going to share a few additional opportunities with you that will help YOU grow YOUR Platform as well. Stay tuned...



Michael S. Hyatt

Team, I need your help. I am dedicating the next two episodes of my podcast to Platform. I really want this to be driven by the questions my listeners and readers have.

Would you be willing to call my VOICE MAIL line and leave a question about the why or how of building your own platform? This will give me real-world questions to answer.

However, it benefits you in several ways too:

- It gives you a chance to ask a real question and have me answer on-air.
- It will get you and your blog/website mentioned on-air. (I have roughly 24,000 downloads per episode.)
- It will get you and your blog/website mentioned on my blog (in the podcast show notes).

This is big exposure for you!

I can't guarantee that I will answer every question online, but keep your question clear and brief, and you have a good chance.

P.S. I prefer that you use the widget on the page to leave your voice mail, but there's also a standard phone call in number if you prefer. Just click the link below.



Ask Me a Question

michaelhyatt.com

In my next podcast, I will be talking about "Why You Need a Platform." This will be based on my new book, Platform: Get Noticed in a Noisy

Do you have a question about this topic? It could be anything from the *why* to the *how*—or anything in between.

Help me make my podcast more practical and relevant to you. Please leave me a voicemail with your question or comment.

Guidelines:

1. State your first and last name and where you are calling from.
2. Mention your website or blog address if you have one. (By the way, no need to mention “www,” just give the URL after that. For example, “MichaelHyatt Dot Com.”)
3. Keep your question brief. If it’s longer than 30 seconds, I won’t be able to use it on the show.
4. Please only ask one question per voicemail (but leave as many voicemails as you like).

Record a voice message

Do you have a question about this topic? It could be anything from the *why* to the *how*—or anything in between.

Help me make my podcast more practical and relevant to you. Please leave me a voicemail with your question or comment.

Guidelines:

1. State your first and last name and where
2. Mention your website or blog address if
“www,” just give the URL after that. For
3. Keep your question brief. If it’s longer than
show.
4. Please only ask one question per voicemail.

Record a voice message



Send a voice message

We would love to hear from you!
Please record your message.

 Start recording

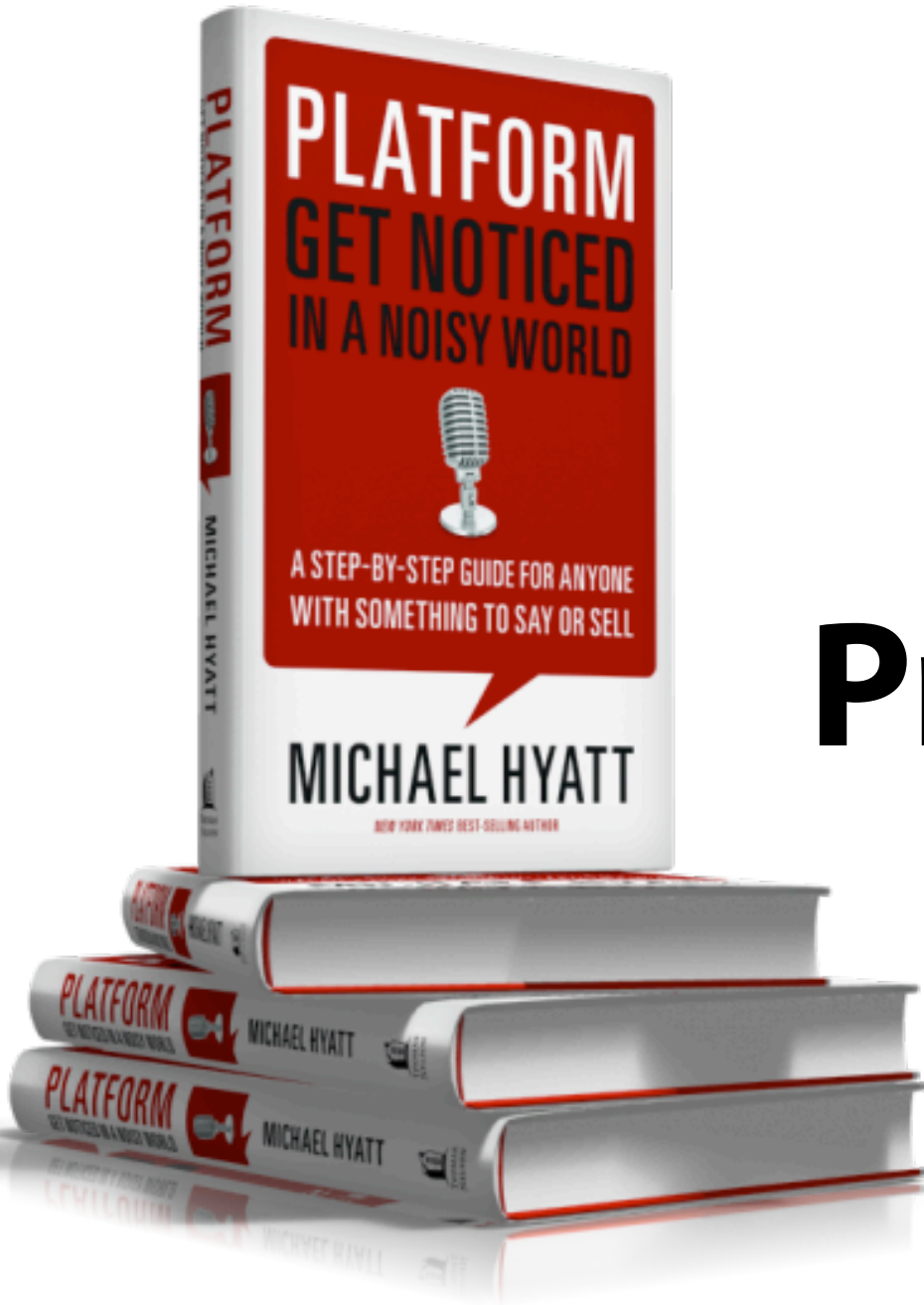
Note: your message will not be sent
until you press "Send"

Powered by [SpeakPipe](#)



LOV

Special Promotion



PLATFORM LAUNCH TEAM

The following people graciously volunteered to be a part of the Platform Launch Team. I [wrote a post](#) about this, 764 people applied, and we picked the following one hundred (give or take) people. Most were selected at random from entries, however we did add in my [Community Leaders](#) and a few other personal friends. They are doing an amazing job!

Brian Alexander	Twitter	Facebook
Pat Alexander	Twitter	Facebook
Christa Allan	Twitter	Facebook
Pilar Arsenec	Twitter	N/A
Dave Anderson	Twitter	Facebook
Jason Aten	Twitter	Facebook
Wanda Ball	Twitter	Facebook
Joshua Bedford	Twitter	Facebook
Matthew Bennett	Twitter	Facebook

PLATFORM REVIEWS

This is a catalog of all the blogs and news sites that have reviewed my book, *Platform: Get Noticed in a Noisy World*.

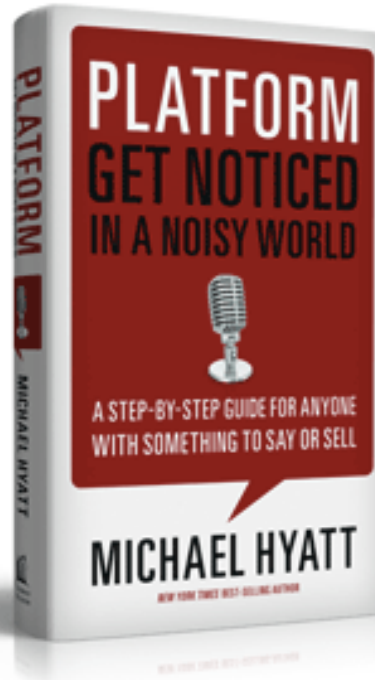
- Kathy Bruins, [Book Reviews](#), *God's Daily Influence* (May 17, 2012)
- Brian Hinkley, [If a Blog Fails on the Internet](#), *Brian Hinkley's Blog* (May 17, 2012)
- Kerry Dexter, [Five Books for the Perceptive Traveler](#), *USA Today* Travel section (May 16, 2012)
- Paul Evans, [Review: Michael Hyatt's Platform](#), *Paul Evans' Blog* (May 16, 2012)
- Andy Uskavitch, [Get Noticed In A Noisy World](#), *SuperVISION Motivation* (May 16, 2012)
- Marc E. Randall, [SO much to learn from the Platform Launch Team](#), *Millionaire Missionary* (May 16, 2012)



[ABOUT](#) [SPEAKING](#) [CONTACT](#)

Review: Michael Hyatt's Platform



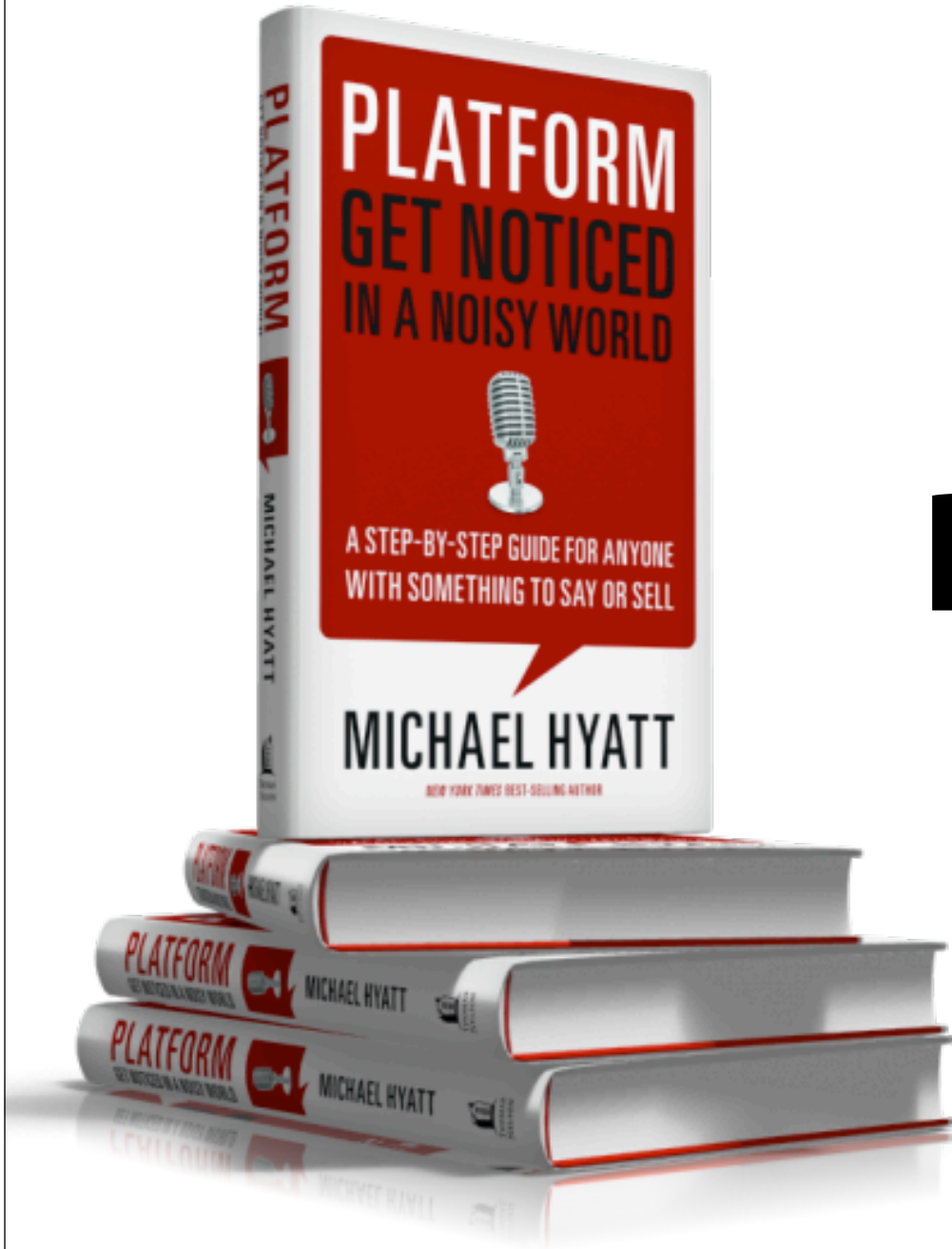


THE PLATFORM BONUS OFFER LAUNCHES IN

03:07:44:14

DAYS HOURS MINUTES SECONDS

[Get Notified of the Launch](#)



Special Reports/ Tools

Platform Launch Team Media Assets

Below are resources to help you promote *Platform* next week. If you have any questions or need something that is not listed below, please email [REDACTED]

Thank you!

[Promotional Copy Word Doc](#) (Opens as Word Doc)

This doc contains sample promotional copy, Twitter post ideas, etc.

Images

Right click the images you want to use and select "Save Target As" or "Save to Desktop" to download. You can post these on your site or blog and link them to <http://michaelhyatt.com/platform>

This document contains sample promotional copy for the release of PLATFORM by Michael Hyatt.

Important Points:

- Idea promotion window is May 21 – May 25 to coincide with Michel’s huge bonus offering where those who buy the book can get \$375.98 worth of additional resources just for buying the book.
- Whenever promoting the book, please link to <http://michaelhyatt.com/platform> or www.PlatformBook.com
- To access book images, banner ads, etc. go to <http://michaelhyatt.com/platform/media>
- When you post a review or promotion, please let us know so that we can add / link to your promotion from <http://michaelhyatt.com/platform/reviews>
- For questions or any additional needs, contact [REDACTED]

Within this doc:

- Longform copy (for newsletters, email campaigns, blog posts, etc)
- Shortform copy (for blurbs, etc)
- Twitter / Facebook Sample Posts (quotes, etc)
- Testimonials (feel free to use as you see fit)

NOTE: Ideally, anything that you post to promote PLATFORM would come via your own words and your own endorsements / testimony for the book. The items below are simply to help spur ideas, however you may use exactly as shown if you wish. Fully up to you. We just ask that you include the link to <http://michaelhyatt.com/platform> or www.PlatformBook.com and mention the bonus offering when possible.

SHORTFORM COPY

PLATFORM: Get Noticed in a Noisy World

To be successful in the market today, you must possess two strategic assets: a compelling product and a meaningful platform. It has never been easier, less expensive, or more possible than right now to build your platform. Michael Hyatt, one of the top bloggers in the world, will show you how, step-by-step, in his new book *Platform: Get Noticed in a Noisy World*.

To celebrate the launch of the book this week, Michael is giving away \$375.98 worth of free bonus content for those who purchase the book between May 21 and May 25. Complete details are available at <http://michaelhyatt.com/platform>

Twitter / Facebook Posts

(for Twitter you can include [@MichaelHyatt](#) and/or [#PlatformBook](#))

- Discover how to build / expand your platform with a great new book from Michael Hyatt.
<http://michaelhyatt.com/platform>
- Platform: Get Noticed in a Noisy World – A great new book from [@MichaelHyatt](#)
<http://michaelhyatt.com/platform>
- Get [@MichaelHyatt's](#) new book today and access \$375.98 worth of bonus content (free)
<http://michaelhyatt.com/platform>

TESTIMONIALS

"I have watched Michael Hyatt build his own platform from the ground up to become one of the largest in the world. And he has done so with the strategies and tips he outlines in this very practical book. Any author, speaker, or 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

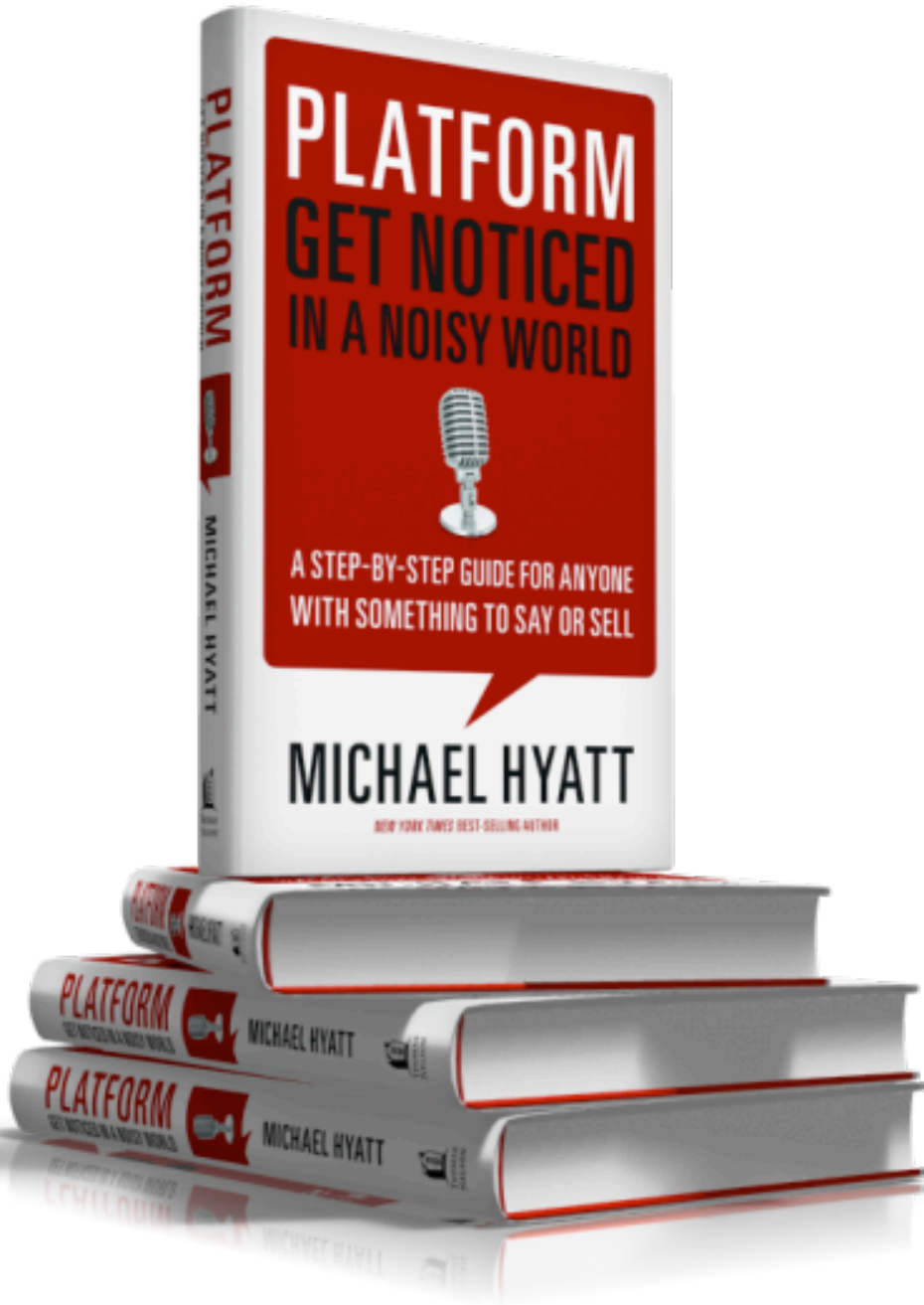
"I've known Michael Hyatt for more than a decade, and during that time I've seen him master just about every social media platform that's hit the scene. He's used blogging, Facebook, Twitter and more to expand his personal platform from a successful book publisher to a leading national brand of his own. Trust [me](#), this guy knows what he's talking about-so pay attention!"

-DAVE RAMSEY, New York Times Best-selling Author, Host, "The Dave Ramsey Show"

"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

Special Launch Page





**BUY MY NEW BOOK AND GET SEVEN FREE
BONUSES WORTH \$375.98. HERE'S HOW ...**



My new book, *Platform: Get Noticed in a Noisy World*, is finally out! Here's how you can get SEVEN FREE BONUSES worth \$375.98 by ordering the book this week (by midnight on May 25). Click [here](#) to go straight to the offer ... or read on.

Dear Platform Builder,

Have you ever felt that trying to get your message out was hopeless? Like trying to get noticed in a packed stadium? Or trying to get heard at a crowded, loud party with music blaring in the background?

You're not alone.

GREAT IDEAS ARE NO LONGER ENOUGH

As the former CEO and current Chairman of Thomas Nelson Publishers, one of the largest publishers in the world, I've met hundreds of hugely talented people with outstanding ideas. Unfortunately, most of them couldn't get published. Why? They didn't have a "platform."

But it's not just authors. In the last ten years, it's been increasingly difficult for *anyone* to get the attention they need to succeed in such a noisy world. This includes:

- Public Speakers
- Bloggers
- Recording Artists
- Politicians

IF I CAN BUILD A PLATFORM, YOU CAN TOO!

But here's what no one else is telling you about building a platform like the one I'm describing...

It's really not as complicated as it sounds.

Sure, there's a lot of work involved, but if you're serious about yourself or your product, you already knew that. But *Platform* is exactly what the subtitle says: a step-by-step guide.

Listen, in the past eight years, I've experienced every setback, mistake, and headache you can imagine while building my own platform. But I've also managed to generate:

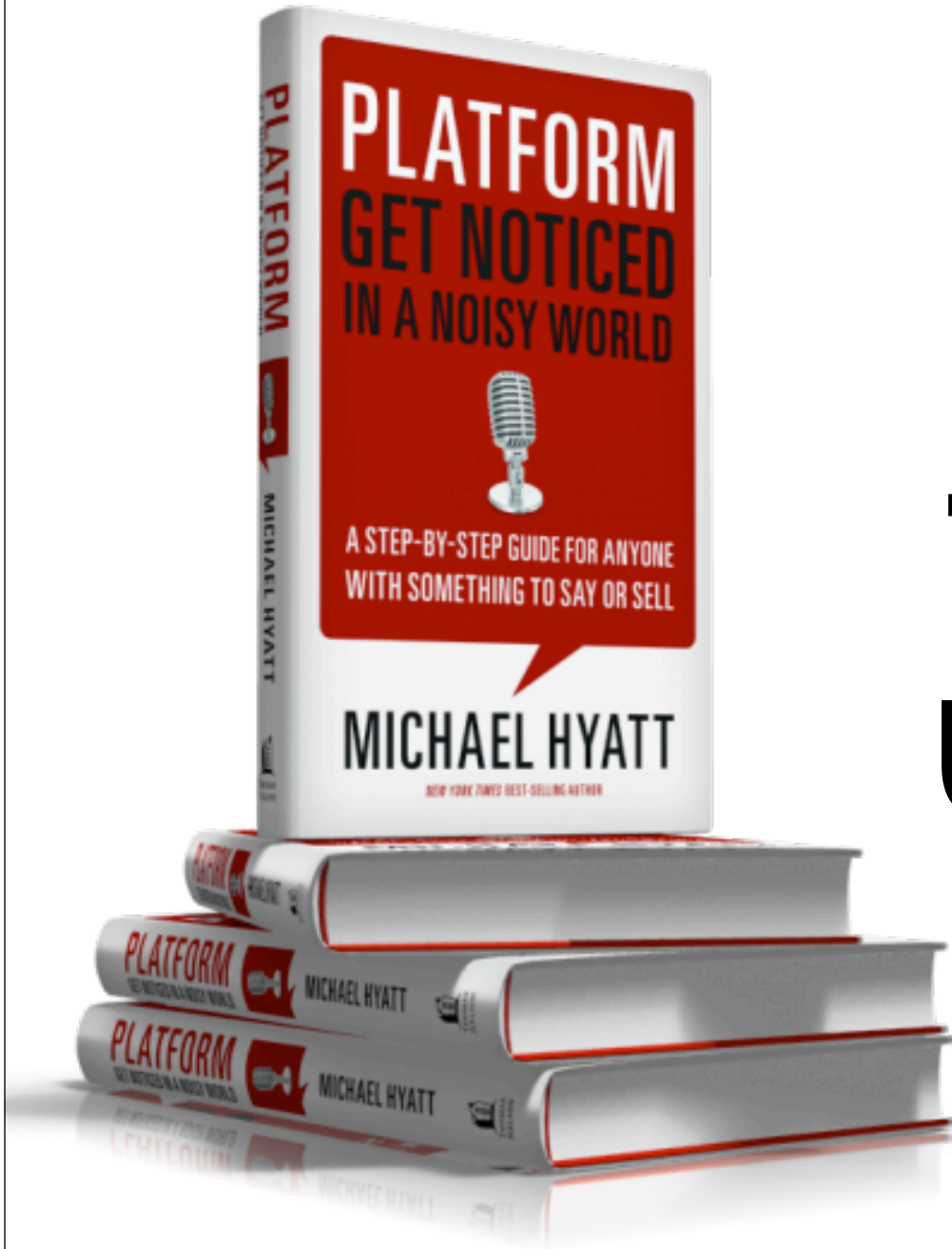
- 300,000+ unique monthly visitors
- 123,000+ Twitter followers
- 92,000+ monthly podcast listeners
- 70,000+ newsletter subscribers
- 17,000+ Facebook fans

The point of those numbers is not to brag. The point is to illustrate that I know what works (and what you should avoid). I carefully documented everything I learned in building my platform—successes AND failures.

Platform consists of five sections and sixty, short chapters full of practical steps, real-world examples, and helpful resources. It is not armchair theory. It is not idle speculation. It is full of “news you can use” to help you build your own platform.

Bonus 1: The Platform Video Jumpstart Series (a \$179.00 value)





Special Thanks/ Updates



Michael S. Hyatt

On the eve of the launch, I just wanted to drop you guys a quick note and say thank you for everything you have done to make this project a success. I am so very grateful to each of you.

I am hoping to see the book hit the bestseller list, but, honestly, at this point I have no idea if that will happen. After thirty years of book publishing experience, I know better than to count my chickens before they hatch.

I do know that we have all worked hard. I especially want to thank my team: [Daniel Decker](#), [Andrew Buckman](#), [Joy Polis Groblebe](#), [Brian Scheer](#), and [Tricia Sciortino Welte](#). They have done an amazing job handling the thousands of details that go into a project like this. In fact, several of them are still working as I write this.

A special thanks to [Gail Bruce Hyatt](#) who is managing our daughter's wedding on top of all this. THAT "launch" happens this next Saturday!

No matter what happens with the book, I am satisfied and grateful. The whole thing is in God's hands and I am content to rest in that. And, as Gail just reminded me, I am going to have FUN and enjoy this PRESENT moment. I am blessed!

Thank you again. I couldn't have done this without you!

Product Details

Hardcover: 288 pages

Publisher: Thomas Nelson (May 22, 2012)

Language: English

ISBN-10: 159555503X

ISBN-13: 978-1595555038

Product Dimensions: 8.5 x 5.6 x 1.2 inches

Shipping Weight: 14.9 ounces ([View shipping rates and policies](#))

Average Customer Review: ★★★★★ (74 customer reviews)

Amazon Best Sellers Rank: #160 in Books ([See Top 100 in Books](#))

#1 in [Books](#) > [Computers & Technology](#) > [Web Development](#) > [Web 2.0](#)

#1 in [Books](#) > [Business & Investing](#) > [Industries & Professions](#) > [E-commerce](#)

#1 in [Books](#) > [Business & Investing](#) > [Marketing & Sales](#) > [Marketing](#) > [Web Marketing](#)



Michael S. Hyatt ▶ Platform Launch Team

4 hours ago

[This seems to have disappeared. Please forgive the redundancy.]

I was hoping that the book would break into the Amazon top 1,000. But check this out. #160!

[Like](#) · [Comment](#) · [Unfollow Post](#)



Kurt Bubna, Rebecca Haley Livermore, Jd Smith and 5 others like this.



Rebecca Haley Livermore WOW!!! (And I seldom use caps, but I just couldn't help myself!)

4 hours ago · [Like](#)



Brian Scheer Way to go, PLT! Let's keep it going!

4 hours ago via mobile · [Like](#)



Barry Hill Incredible! And I haven't bought my copies yet! Ha.

4 hours ago · [Like](#) · 2



Dayna Renee Hackett Bickham One of



Write a comment...

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Amazon Best Sellers Rank: #16 in Books ([See Top 100 in Books](#))

#1 in [Books](#) > [Business & Investing](#) > [Industries & Professions](#) > [E-commerce](#)

#1 in [Books](#) > [Business & Investing](#) > [Economics](#)

#1 in [Books](#) > [Computers & Technology](#) > [Web Development](#) > [Web 2.0](#)



Michael S. Hyatt ▶ Platform Launch Team

2 hours ago

My expectations have been exceeded. Just wow.

Like · Comment · Follow Post

Wanda L Ball, Tom Schulte, Shannon Pennington Milholland and 14 others like this.



Joe Lalonde Nice!

2 hours ago · Like



Jd Smith Uh..WOW! Gives us all more hope in many ways...

2 hours ago via mobile · Like



Salvatore Constantino Fantastic!!! I expect there will be a spike during lunch that will push it even further!!!

2 hours ago · Like



Joe Lalonde And if you haven't seen, it's sales rank on B&N is 57. Not too shabby!

2 hours ago · Like · 1



J Loren Norris Well done. It is nice to know that you practice what you preach and it works just the way you say. Many people



Write a comment...



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Product Dimensions: 8.5 x 5.6 x 1.2 inches

Shipping Weight: 14.9 ounces ([View shipping rates and policies](#))

Average Customer Review: ★★★★★  ([75 customer reviews](#))

Amazon Best Sellers Rank: #4 in Books ([See Top 100 in Books](#))

#1 in [Books](#) > [Business & Investing](#) > [Industries & Professions](#) > [E-commerce](#)

#1 in [Books](#) > [Business & Investing](#) > [Personal Finance](#)

#1 in [Books](#) > [Business & Investing](#) > [Marketing & Sales](#) > [Marketing](#) > [Web Marketing](#)



Michael S. Hyatt ▶ Platform Launch Team

43 minutes ago 

Hope I am not wearing you out. Now #4 on Amazon. Very grateful for your continued support and BUZZ!


[Unlike](#) · [Comment](#) · [Follow Post](#)



You, Catherine Darnell, Alejandro Reyes, Jd Smith and 7 others like this.




Michele Cushatt Hahaha. Not wearing us out. In fact, I'm leaving the office for a while and need you to text my cell phone with 5-minute updates. ;)

42 minutes ago · [Like](#) ·  1



Kelly Thorne Gore YAY! It should be #1 very soon! SO excited for you!

38 minutes ago · [Like](#) ·  1



Alejandro Reyes ahhh yeah!

35 minutes ago · [Like](#)



Catherine Darnell That's fantastic news Michael! Congrats! Kelly Thorne Gore...so good to finally connect with you here. I had an email from our mutual friend Jo Anne Fore, letting me know you were also on the



Write a comment...

Michael S. Hyatt

The new infographic is live:

5 Steps to Building Your Platform [Infographic]

michaelhyatt.com

I thought it would be cool to create an infographic for my new book, Platform: Get Noticed in a Noisy World. Thanks to Dave Whitlock of Principle Design for creating this for me. <http://principledesign.com/>

Hey gang. We will indeed host a PLT group call on Wednesday, May 30 at 8pm Eastern (7pm Central, 6pm Mountain, 5pm Pacific). This will be an informal call just for the Platform Launch Team only. Michael and I will share some of the "behind the scenes" from the launch and answer questions that you might have. I'll send you dial-in info via email later today. We'll make a recording available to those who can't join in live. ----- Also note that we will also host a mass, public "Platform Teleseminar" on Thursday, May 31 at 8pm Eastern. The mass public teleseminar is free and open to the first 3000 people who register. We'll post that info and details on Michael's site soon.

PLATFORM GET NOTICED IN A NOISY WORLD
MICHAEL HYATT

FIVE STEPS TO BUILDING YOUR PLATFORM

STEP ONE **START WITH WOW**

- Create a compelling product
- Bake in the WOW
- Don't settle for less than greatness
- Wrap the WOW in style

STEP TWO **PREPARE TO LAUNCH**

- Accept personal responsibility
- Think bigger...no, **BIGGER!**
- Assemble your pit crew
- Get a great head shot

STEP THREE **BUILD YOUR HOME BASE**

- Understand the model
- Start a blog (or restart one)
- Protect your intellectual property
- Forget about metrics (for now)

STEP FOUR **EXPAND YOUR REACH**

- Kiss marketing good-bye
- Build your subscriber list
- Give stuff away
- Employ consistent branding

STEP FIVE **ENGAGE YOUR TRIBE**

- Get more blog comments
- Monitor your brand
- Don't feed the trolls
- Monetize your blog

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Welcome to the *Platform* Launch Team Group Call Replay

You can listen to the replay below or download the MP3 file.

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Thanks again for all you have done and continue to do in support of Michael and *Platform*!

Daniel Decker
[@DanielDecker](#)





Michael S. Hyatt

Make sure you clear your calendar for the first month **AFTER** your book launches. Once the book is published, the real work begins. This week, for example, I will do 22 media interviews and give 3 speeches.

You have a very short window in which to promote your book. The media and retailers soon move onto the next new thing. So you have to compress as much as you can into this first month. The more you punch it at the beginning the longer the tail will be and the better your chance of success.

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A STEP-BY-STEP GUIDE FOR ANYONE
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NEW YORK TIMES BEST-SELLING AUTHOR

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