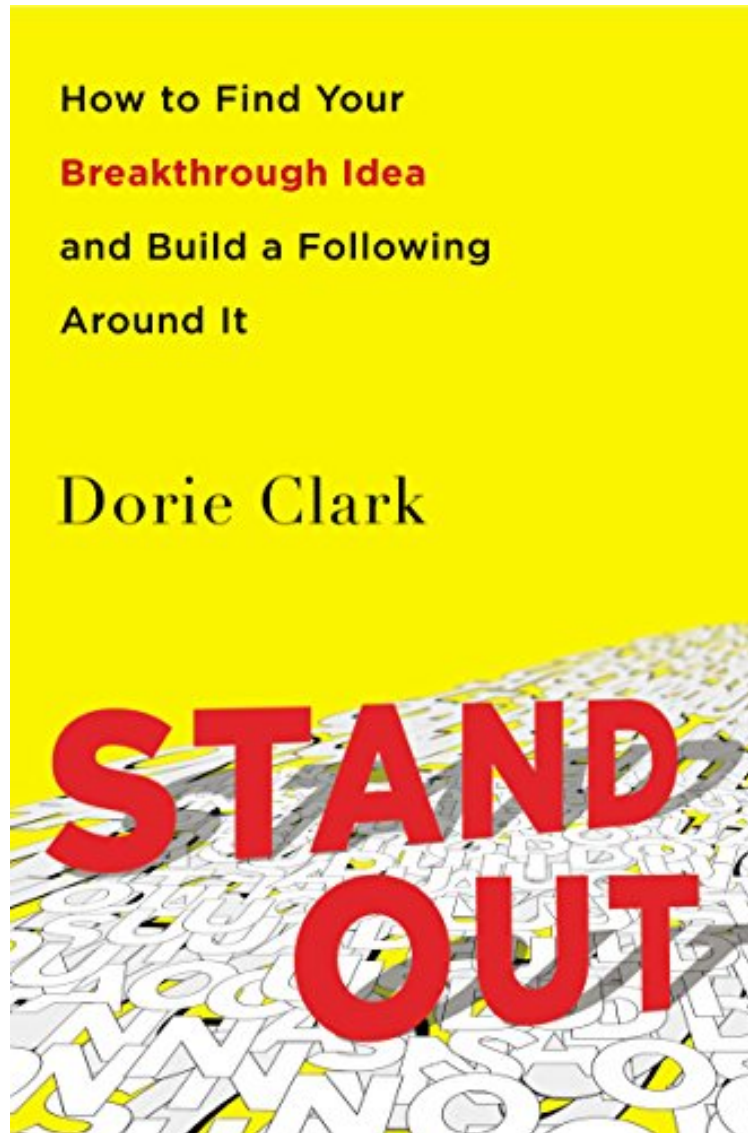


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Stand Out: How to Find Your Breakthrough Idea and Build a Following Around It

Dorie Clark

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Dorie Clark : Stand Out: How to Find Your Breakthrough Idea and Build a Following Around It before purchasing it in order to gage whether or not it would be worth my time, and all praised Stand Out: How to Find Your Breakthrough Idea and Build a Following Around It:

29 of 30 people found the following review helpful. Become a Sought-After One-of-a-Kind ExpertBy Kare AndersonWant a key to a more accomplished, adventuresome and meaningful work and life with others? Try this: Distill your smarts and most passionate interests into a distinctive, much-needed method. What gets in your way of

making that happen? "The curse of knowledge" is when you know things that the others do not and you have forgotten what it's like to not have this knowledge. Yet if you discover how to make that knowledge understandable and valuable to people or organizations in a new niche, you can become sought-after. You need to be able to step back and see, within your multi-faceted expertise what Dorie Clark calls your best breakthrough idea that can most attract others. She shows how you don't necessarily need distinguished diplomas from top schools as approachable TV cooking celebrity Rachel Ray and Google engineer and Search Inside Yourself mindfulness teacher Chade-Meng Tan have proven. Making Others More Visible and Credible Does the Same for You Hint: Rather than pushing your message at people, pull them closer by citing others-- not you -- as sterling examples at the center of your story, speech, conversation, column or product launch. See how Clark makes other experts' insights and experiences the centerpiece of her actionable idea-packed book -- just as she does in her articles and columns. As she shines a spotlight on them, she:

- Demonstrates her deep expertise around her breakthrough ideas
- Makes her stories more interesting
- Attracts and builds trusted bonds with complementary thought leaders

35 of 38 people found the following review helpful. Do What You Love And You Will Stand Out. And The World Loves Stand Outs! By Mike MI love Dorie's work. I am a fan of Reinventing You and have seen many of her presentations both on line and in person. Stand Out has been no exception for me, but before I share my must read sections I thought it was important you know I am a fan (which means I am surely biased). With that disclosure, here is what you must read:

- Page 8 - "The World Needs You" - Stand Out explains why you must put a "dent in the universe." In other words, the ultimate impact you will have is by being yourself fully. This is the essence of standing out: be yourself, fully.
- Page 28 - Your experience represents your greatest lessons (far greater than traditional schooling) and the key to standing out. Leverage your story.
- Page 68 - "Janusian Thinking" - The concept of being one thing and the opposite at the same time. This is a mind blower, and the most marked up section in my book. The lesson is this. To stand out in an industry the odds are in your favor if you come from outside the industry. Growing up in an industry, so to speak, defines you and it is hard (impossible) to achieve Janusian Thinking. Come from the outside and you are positioned to break the rules.
- Page 108 to 122 - This is a mastery lesson in networking. I have observed Dorie's professional career enough to know that she lives this and is wildly successful as a result. This section is the most marked up in my book. I read it multiple times already. My favorite "secret" is not networking with clients per se, but networking with complimentary vendors / competitors.
- Page 150 - Become a Connector - This section teaches the basic premise of standing out... reciprocity. Care for others success and they will care for yours.
- Page 193 - Do The Work - The blatantly honest conclusion of the book is this... none of this work to stand out will work, if you don't do it. Dorie more than acknowledges - she drives home - the fact that you will need to hustle. And drives that point home with a cool story about the Wine Library founder Gary V (you know the king of hustle).

Stand Out is the recipe for, you guessed it, standing out. A five star read!

3 of 3 people found the following review helpful. Thought Leadership Is THE Career Management Strategy For Thriving 21st Century Careers By Tony Faustino I value the teachings of Dorie Clark. Her first book, Reinventing You: Define Your Brand, Imagine Your Future, continues its profound influence on my own 21st century career management. Dorie Clark's Stand Out Is The Defacto 21st Century Career Management Strategy Manual. Dorie's latest book, Stand Out: How To Find Your Breakthrough Idea And Build A Following Around It, is exceptional. The practical and accessible paths Dorie describes to becoming an industry thought leader are inspiring. Her actionable advice, superb writing, and real-world profiles are more relevant than ever in our increasingly robot-, algorithm-, outsource-driven world. If I were a book agent, I'd position Stand Out as the powerful and practical, how-to, user's manual to accompany Seth Godin's visionary ideas from Tribes: We Need You to Lead Us and Linchpin: Are You Indispensable?. If Tribes and Linchpin are the target destinations, Stand Out maps out accessible paths we can choose to take. Ask Yourself -- 21st Century Career Management Tactical Gold. Each chapter concludes with a series of questions we can apply to our, individual Stand Out journeys so we earn thought leadership status. They're similar to the free, Stand Out Self-Assessment Workbook Dorie offers on her online, home page. Answering each question helps you evaluate if a specific tactic(s) is actionable in your current situation. The courage to follow through and figure out how to adapt/modify these tactics when setbacks occur is an important Stand Out lesson Because The Journey Is The Reward. A Stand Out career path is not clear-cut, easy-to-see, or step-wise. Making the decision to Stand Out with your breakthrough idea(s) and following through on how to position yourself as the thought leader driving the idea(s) are courageous choices. When Dorie chose to Stand Out, her path to earning thought leadership wasn't easy. She candidly shares her setbacks, how she adapted, and why she kept going. There's A Unique and Different Stand Out Path For All Of Us. Dorie's personal story and the profiles of the people she interviewed are inspiring. Each person found her/his way through a combination of intellectual curiosity, a motivating fire for more control of their personal / professional destinies, and creative tactics integrating online chops with in-real-life (IRL), street-smart savvy. It Can Be Done. But, you have to keep going. First, make the conscious choice to do it. Second, do it. Third, slog your way through and adapt. Fourth, fight through setback after setback. Fifth, go back and ASK YOURSELF why you chose Number 1 (because Dorie and the people she profiled constantly confronted Number 4).

Standing out is no longer optional. 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 that 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.

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.'" "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 reaction 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 Whore'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

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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 reacute;sumeacute; 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
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