



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'll be recognized 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, Dan Pink, David Allen, 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 career 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:

Gary Rose:

In this 21st hundred years, people become competitive in every way. By being competitive currently, people have do something to make all of them survives, being in the middle of the crowded place and notice by means of surrounding. One thing that often many people have underestimated that for a while is reading. Sure, by reading a book your ability to survive enhance then having chance to stand than other is high. For you who want to start reading some sort of book, we give you this Stand Out: How to Find Your Breakthrough Idea and Build a Following Around It book as basic and daily reading e-book. Why, because this book is more than just a book.

James Batts:

Reading a book for being new life style in this season; every people loves to read a book. When you go through a book you can get a lots of benefit. When you read guides, you can improve your knowledge, since book has a lot of information on it. The information that you will get depend on what forms of book that you have read. If you would like get information about your study, you can read education books, but if you want to entertain yourself you can read a fiction books, these kinds of us novel, comics, as well as soon. The Stand Out: How to Find Your Breakthrough Idea and Build a Following Around It provide you with new experience in reading through a book.

William Stone:

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Joshua Stickley:

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