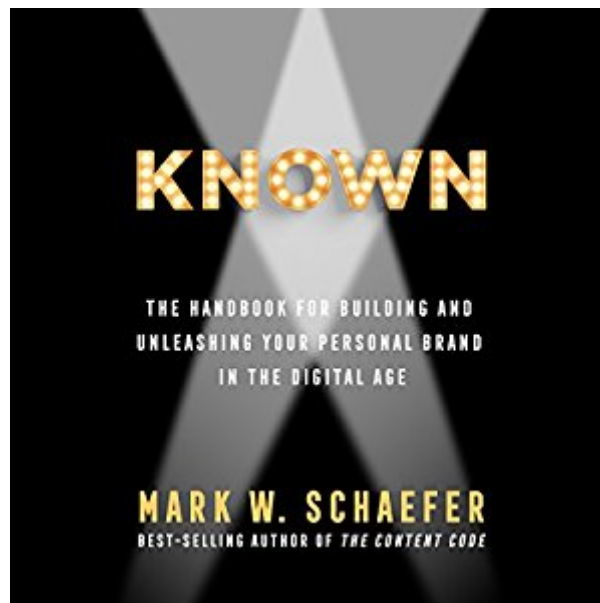




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Known: The Handbook For Building And Unleashing Your Personal Brand In The Digital Age



Synopsis

In today's world, there is a permanent advantage to becoming known in your field. Those who are known get the customers, the better jobs, and the invitations to exclusive opportunities. But can anybody become known? In this path-finding book, author Mark Schaefer provides a step-by-step plan followed by the most successful people in diverse careers like banking, education, real estate, construction, fashion, and more. With amazing case studies, dozens of exercises, and inspiring stories, *Known* is the first book its kind, providing a path to personal business success in the digital age.

Book Information

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Customer Reviews

Anyone in any industry, from self-employed to deeply embedded in a corporate structure, will benefit from Mark's comprehensive delivery of what it looks like and what it takes to be seen in the world through the use of digital platforms. If you think you have valuable content that will benefit a broader audience -- whatever that looks like to you -- then Mark's message is for you: "The value of your content is zero unless somebody views it." And he shows you through the true stories of countless (well you can count them if you like because they're all in the book) individuals who applied the same techniques (persistence with a heavy dose of stick-to-it-ivity) to achieve their definition of success and visibility in their respective fields. Mark reminds us multiple times the "trick" used by every single person he interviewed is remarkably the same: "Passion . . . that's common. Endurance is rare." What I loved most about this book is what isn't included. Mark doesn't presume to lay out a checklist of "how to" get known and famous in five easy steps. Rather, he provides

exercises and examples of how to identify what it is you might want to share, stories of a wide variety of individuals who forged their way into their own fields of study and expertise and provides his own experience, as well as others' with whom he's worked toward the same outcome. If you think you have that rare quality of endurance because your content is calling for an audience, don't lose anymore time and read "Known" immediately.

Why do you matter, to whom and for what? Mark Schaefer's book goes beyond personal branding. Because these questions are important to who we are and what we can hope in the living out of our days. I highly recommend it for young and old alike - lost, unskilled, despairing or successful. This is an unusual self-help slash how-to book that quickly disposes with the typical unhelpful platitudes of wishing on stars, vanity, false confidence, psychobabble and self affirmation. Passion is not enough, Mark tells us. And most who try will take years to get known. But anyone can do this, he argues. Thinking of my friend, Nisha Varghese of South Africa, I have to agree. She's proven that she's more than the limitations of living with cerebral palsy. With one good hand and a computer, she has raised thousands of dollars for several good causes across many years. Mark emphasizes the importance of developing skills, knowledge and relationships. As he notes, the internet provides much opportunity for the later. Become a subject matter expert in the things that matter to people and to you. Build sincere and valuable relationships with a targeted internet audience. Apply yourself in a consistent and persistent manner in your passionate insights about subjects for which you desire to be a trustworthy, interesting, and insightful voice. I'm reminded of several Triberatti who grew larger audiences and deeper relationships when Dino Dogan and Dan launched: Yomar Lopez, Jayme Soulati, Gini Dietrich, Josh Wilner, Carolyn Nicander Mohr, Ted Rubin, John Magnet Bell, Betsy Cross, et al. If you read this book carefully, engage people in honest discussions about Mark's recommendations and apply/experiment his strategy, you will gain a competitive advantage that can lead to successes that exceed your present ambitions and imagination. 17-year-old Liam deTroch's "Known Reading Group" on Facebook (FB) is an excellent complement to the book. Search "Known Reading Group in FB. Young, old, noob and expert are bringing needed questions and insights to the conversation there. Stan Faryna Fairfax, Virginia March 2017

I've read all of Mark's books and have found each one invaluable. Full disclaimer - I host a weekly radio program and I've interviewed Mark for it several times. Each time, my listeners love his wisdom and insight and more importantly, they learn from him. "Known" is especially interesting to me as I'm rebranding my company and as my company is me, I'm rebranding myself! His book is

easy to read and the tips are even easier to implement. As a marketing person myself, I like to think that I'm fairly knowledgeable, but as I read, I had lots of "ah-ha" moments! Mark's information is shared in a way that makes sense - and common sense! As I read, I started taking notes, but soon realized that I needed to order the companion workbook. I also realized that becoming "known" is going to take time but it will be much easier when I follow Mark's guidance.

I'm a writer focusing on drug trends, addiction and recovery and I knew I needed a transition. I simply didn't know what that transition was or how to make it. As soon as I saw Mark's new book, I felt that it held the key I needed. I've read it once and I'm reading it again and have just ordered the workbook. Taking my writing career to the next level involves becoming better known and this book is bringing focus to my future. I'm not walking the same path as anyone I've ever known and it can get lonely and bewildering. At this point, I need a guide. Mark's books have served me very well in the future and I'm counting on KNOWN to do it again.

Many of us have been told throughout our lives -- both professional and personal --- that we should let the world just discover us. Somehow showing up, contributing and delivering would be recognized in due course. While some of that is still true, the reality is we have to now take active ownership of our success (whatever that means to you). Mark's book illustrates so well not only why but how we create our own journey to being known. Through Mark's original blog post about Shawn Van Dyke, Shawn and I had the opportunity to connect and meet. The story Shawn shared with my CEO group is as compelling as the words Mark wrote in KNOWN. What Mark tells us and what Shawn shared firsthand is that simply moving one step forward each day with patience and determination --- even when you aren't sure what you are doing --- is the only path to take. We simply can't wait to be discovered. We can become known through context, relevance, determination and grace.

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