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matters more than ever  
in today's global  
workplace. Professionals  
are logging-in to  
LinkedIn in record  
numbers, so your profile  
needs to represent you

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in the best possible  
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strategic guidebook that

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most uniquely connects  
personal branding to the  
LinkedIn platform.

Long's book provides a  
comprehensive view of  
personal branding using  
LinkedIn's profile,

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content sharing, and  
thought leadership  
capabilities.

Additionally, Long has  
assembled a useful set  
of "How To" advice links  
that are available on a

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companion website. The  
website provides many  
resource pages and links  
related to each chapter.  
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Guide is the ONLY

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LinkedIn book available  
that will do all of this  
for the reader: -

Provide an integrated  
personal branding and  
LinkedIn strategy needed  
for today's



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companion website so you  
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examples and case  
studies from real  
LinkedIn users. -  
Provide several  
"personas" and other

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prompts to help you  
write the best possible  
summary. LinkedIn For  
Personal Branding will  
help you to: - Select  
and prioritize the best  
personal brand

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attributes for you, your  
career and business. -  
Be considered for more  
strategic assignments  
and business  
opportunities. - Create  
an authentic, personal,

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and impressive profile  
that demonstrates  
expertise without  
appearing to brag. -  
Consider all the ways  
you can demonstrate your  
personal brand -both

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offline and online- and  
how they work together.

- Be found online >

increase the likelihood  
of being contacted by  
recruiters and sales  
prospects. - Select the

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most memorable words,  
Clients Media Attention  
Speaking Engagements  
images, skills, and  
links. - Learn best  
practices for each  
profile section ( and  
also see real examples).

- Write the most

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strategic and impactful  
Clients, Media Attention  
headline and summary. -

Speaking Engagements  
Give and receive more

endorsements and

recommendations. -

Become a thought leader.

- Find and Share content



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with your network . -  
Blog using the LinkedIn  
Publisher functionality.

- Leverage LinkedIn  
Groups and Company  
pages. - Measure your  
progress. - And much

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more. This book is  
perfect for anyone  
interested in developing  
their personal brand  
using LinkedIn to propel  
their career or business  
opportunities.

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paycheck and think is  
that all I'm worth?

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time, skills, and  
abilities are worth much  
more than a meager

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good news is you can do  
this without: · Going

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back to school. Taking  
out a business loan.

Investing thousands of  
dollars and hours

launching a new

business You don't need

to have a business

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degree or work 90 hours  
a week to profit in  
today's digital  
economy. In Leave The Job  
Behind Amy Harrop  
reveals how she made the  
leap from overworked and

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underpaid to generating  
a full-time income  
online. Right now,  
people are shopping,  
buying, and selling  
digitally, both locally  
and globally. Amy reveals

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how you can  
too...without having to  
build a big business, or  
invest massive amounts  
of time or money to get  
started. She shares her  
own story, insights,



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strategies and tips. Amy  
is a successful author,  
blogger, and product  
creator with a diverse  
background who went from  
working for someone  
else, to successfully

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tapping into the digital  
economy, without any  
formal business  
experience. She  
reveals: Her personal  
journey to a full time  
income without a job How

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lies about making  
moneyThe top models for  
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get started quicklyWhy  
now is the best time to  
make the leapHow to get

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started quickly—what you  
need and what you don't  
needThe best methods for  
profiting and the tools  
and training to get  
started  
quicklyInvaluable advice

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that she learned the  
hard way, so you don't  
have to Break away from  
the limitation that  
you're either an  
employee or a business  
owner. The fact is, you

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Wilson, Canada's pre-  
eminent literary voyeur.  
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winning and critically  
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acclaimed online  
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movement of the same  
name, Seen Reading  
catalogues over a  
hundred reader  
sightings—brief



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descriptions of  
individuals Wilson has  
spied reading books in  
public, on Toronto's  
transit system. Wilson  
then imaginatively  
expands on each

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sighting, re-inventing  
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the seen reader in a  
poetic piece of short  
fiction. Tender and  
poignant, these fictions  
are love letters to the  
reader and, gathered

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together, form a  
beautifully inspired  
fictional map, joyfully  
charting an urban  
centre's cultural  
commitment to books and  
literature in an era

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that continually  
predicts the demise of  
both.

With the availability of  
self-publishing services  
and the rise of the  
entrepreneur as a

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thought leader, writing  
a book is becoming more  
appealing to an

increasing number of  
small business owners.

The problem? Most small  
business owners aren't

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writers, have never  
written a book before,  
are time poor and don't  
know where to start.

While many want to write  
a book, they worry about  
investing months of

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their time and thousands  
of their dollars to  
write something that  
isn't any good, or to  
not even finish. Book  
Blueprint gives a step-  
by-step framework that

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any entrepreneur can  
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follow to write a great  
book quickly, even if  
they're not a writer.

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Your Sales!

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Coaching and Consulting  
Clients, Traffic and

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Clients, Media Attention  
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MARKETING TOOL and  
INCOME ACCELERATOR  
The SAGE International  
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Diabetic's Natural  
Journey to Kick-Ass  
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you'll have step-by-step  
instructions on how to take  
advantage of the latest tools and  
features to do all of this and more.  
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employers will notice, as well as

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search. Create an appealing,  
detailed profile Establish your  
credibility and personal brand  
Connect with employers and find  
jobs Request and write  
recommendations Whether you're  
one of LinkedIn's 500 million



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Social Media Strategy, Second Edition is a guide to marketing,

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in a world of social media-  
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edition emphasizes connections in  
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these other people command such high fees (and how can I)? How do I double my profits this year without doubling the work?—this book can provide answers to help you get unstuck, as well as proven strategies to help your business

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work you do Set your money-  
making “radar” on high alert  
Create a clearly defined business  
model that maximizes what comes  
in, with less effort put out Find  
the right channels to grow your  
business so you can reach more

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people Create content that raises  
your credibility and puts you on  
the map (because without great  
content, your business might  
never be found) Use email and  
social media to grow your fan  
base Lastly, you'll walk away



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understanding how to sell what you do, whom to sell it to, and precisely how to find and connect with those people. This book takes you step-by-step on your journey to building a successful, profitable business you love. With Pilot to

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institutes, industry and the  
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profit manual  
The publication provides  
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guidance to all in the  
insurance industry, other  
businesses and their counsel  
in identifying and  
understanding the risks --  
notably including cyber risks  
-- they face by using social

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media in the business world  
and mitigating those risks  
through a compilation of  
best practices by industry  
experts and rulings by  
courts and regulatory  
authorities. It features



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analyses of pertinent  
policies, statutes, and cases.  
A few of the Highlights in  
the 2022-2023 Edition  
include: • Discussion of  
developing litigation against  
social media companies for

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censoring of online postings.

- Discussion of developing litigation against social media companies for censoring of online postings.
- Discussion of how informal social media discovery is the

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new norm and may also be a  
dereliction of an attorney's  
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social media risks. •

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utilization of price

optimization. • Analysis of  
recent case law concerning  
liability in connection with

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Discussion of the  
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2.0 Project.” • Discussion of  
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National Labor Relations  
Board’s policies for  
employers’ work rules  
concerning employee use of



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Sales! LinkedIn is a social media site that has taken the world by storm. Instead of allowing people to update their thoughts and show pictures of their children off to their "friends," LinkedIn

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focuses solely on business.  
When used properly, it can  
help you boost your  
company's overall profile,  
making LinkedIn a useful  
marketing tool. However,  
many companies do it

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wrong. Their LinkedIn profiles are not filled out properly, they overlook potential options that can make a huge difference (and have a huge, positive impact), or they neglect the

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site entirely, and never attempt to sign up for the service. They sell their businesses short, assuming that they A) don't need LinkedIn in order to be successful, or B) think that

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the site will take up too  
much time for too little  
additional profit. Both of  
these lines of thinking are  
wrong: when used properly,  
LinkedIn can be a powerful  
tool. Here is a preview of

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what you'll learn: How to properly fill out your business' profile. Why linking that profile to those of your employees is a good idea. How to connect with other companies in the same

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field. Quick sales lead tips,  
garnered from LinkedIn.  
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your overall sales records,  
using your LinkedIn profile.  
In 2008, Rob Kosberg faced  
the biggest business test of



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his life. Like many others he  
had to start over after the  
financial crisis and build a  
business in the worst  
economy of our generation.  
He did this with his own  
bestselling book and has

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gone on to help thousands of  
other authors to replicate  
his success. In Publish.  
Promote. Profit. he tells you  
exactly how they are doing  
it. How some clients are  
earning over \$100,000 per

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month with their books,  
getting booked on massive  
stages, getting press and  
media on demand and  
becoming the hunted in  
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current self-publishing  
environment and covers the  
ins and outs of what it  
means to be an author,  
expert and thought leader in  
your field. Far beyond "how  
to self publish" or "book

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marketing" Publish.  
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how to create compelling  
content quickly and become  
a true bestselling author  
even if you have no list, no  
following and no platform. It

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contains many real life  
examples and case studies of  
the successful systems his  
authors are using to attract  
an endless flow of leads,  
clients, speaking  
opportunities and media.

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Yeah, publishing a book sounds cool, but what the heck should I write about so that I can make so much money my back hurts taking all of that money to the bank?

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Email, and More  
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Atomic Habits

*LinkedIn Publishing to Profits A  
Simple 5-Step System to Attract  
High End Clients, Media  
Attention, and Speaking  
Engagements Tracy Enos  
LinkedIn is an untapped*

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*goldmine of leads but few people understand how to convert those leads into clients. The sad fact is, there are very few who are using LinkedIn to build meaningful connections that translate into measurable sales results. Forget*

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*the old sales and marketing  
clients. Media Attention  
gimmicks. In this eye-opening  
Speaking Engagements  
book, Melonie Dodaro explains  
how to master social selling on  
LinkedIn to generate B2B leads  
and clients. LinkedIn Unlocked is  
a social selling roadmap that will*

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*help you generate a consistent  
Clients Media Attention  
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flow of quality leads. You'll learn:  
How to turn your LinkedIn Profile  
into a client attracting magnet  
Social selling best practices and  
LinkedIn etiquette How to send  
LinkedIn messages that*

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*command a response The*  
*RIGHT and WRONG way to use*  
*content marketing to build*  
*Authority, Credibility and Trust*  
*How to stay top of mind in your*  
*network and more importantly*  
*with your potential prospects*

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*How to convert cold LinkedIn  
prospects into high-value clients  
How to turn LinkedIn into a lead  
generation machine for your  
business From the author of the  
#1 Amazon bestseller The  
LinkedIn Code, LinkedIn*



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*Unlocked is the new, updated,  
and definitive book on attracting  
more leads, clients, and sales  
from LinkedIn. Bonus Package  
LinkedIn Unlocked comes with a  
bonus package (\$221 value),  
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*workbook (includes all of the  
exercises, worksheets and  
templates), video training and a  
masterclass to help you  
maximize your results with social  
selling on LinkedIn. 60-Minute  
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*help you generate more leads,  
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how to create content your ideal  
clients love and that gets ranked  
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*royalties. There's a growing  
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group of readers which Amazon  
has been catering to with their  
Kindle Short Reads. They are  
called CBR's - coffee break  
readers. They're not just people  
who have never read longer*

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*books before... They're anyone  
who has limited time to read for  
whatever reason. Their  
commute, their lunch break,  
while waiting at airports... These  
people aren't stuck into a certain  
author, it's more like the certain*

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*type of entertainment they want:  
short ebooks which they can  
read in their available time. The  
simple idea is that you can  
spend two months writing and  
editing an 80,000 word book and  
sell it for 4.99 on Kindle. Or - you*

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*could publish eight 10,000 word books and publish them for 2.99, then come right back to offer the box set for 4.99. Would you like to make more income for the same amount of writing? Your choice. Scroll up to get your copy*



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a rapidly changing business, and  
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comprehensive reference covers  
it all: editorial acquisition and  
process, the importance of*

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as product development,  
production, and sales and  
marketing. Written for the*

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self-publishers who want to  
understand the industry, this  
revised and expanded fifth  
edition contains updated industry*

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*statistics and benchmark figures,  
features up-to-date strategies for  
creating new revenue streams,  
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and sales, key concepts of e-  
book publishing, and provides  
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*financial information to make key  
management decisions. A new  
title P & L that incorporates e-  
books is provided. Over 30  
highly practical forms and  
sample contracts are also  
included for up-to-the-minute*

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*advice.*

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Management for Book  
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Clients, Media Attention,  
Bosses, and the Rest of Your  
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Life at Work*  
*Your Inner Guidance*  
*The Artist's Journey*  
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There's a mantra that real writers know but wannabe writers don't. And the secret phrase is this: NOBODY WANTS TO READ YOUR SH\*T. Recognizing



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clients  
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this painful truth is the first step in the writer's transformation from amateur to professional. From Chapter Four:

“When you understand that nobody wants to read your shit, you develop empathy. You acquire the skill that is indispensable to all artists and entrepreneurs—the ability to switch back

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and forth in your imagination from your own point of view as writer/painter/seller to the point of view of your reader/gallery-goer/customer. You learn to ask yourself with every sentence and every phrase: Is this interesting? Is it fun or challenging or inventive? Am I giving the reader enough? Is she bored? Is she following

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where I want to lead her?

Have you ever heard that little voice inside of you saying "go left" and turned right anyway? Do you remember regretting the moment you chose not to listen? Can you think back to a time when you paid attention to that inner voice and things went well, life flowed

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smoothly? Your Inner Guidance joyfully delivers trust and confidence you can depend on along your life's journey to discovering your true happiness. From the power of your thoughts, emotions, and words, to self-love, forgiveness, and well-being, Your Inner Guidance has you covered. The journey to self-discovery

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carries us toward our authentic life in a loving, compassionate embrace when we intend and allow this stream of awareness to flow within us. Spiritual Author Paul Hudon leads the way and asks only one question of you, the reader - Are you following Your Inner Guidance? Visit Paul's author website

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[www.PaulHudonAuthor.com](http://www.PaulHudonAuthor.com) to follow his blog and books online.

A networking expert and a LinkedIn guru join forces to show how to position oneself on LinkedIn in order to capitalize on extraordinary opportunities and identify connections that will generate remarkable networking contacts.

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Advance your B2B marketing plans with proven social media strategies Learn social media's specific application to B2B companies and how it can be leveraged to drive leads and revenue. B2B marketers are undervalued and under appreciated in many companies. Social media and online marketing provide the right mix of

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rich data and reduction in marketing expenses to help transform a marketer into a superstar. The B2B Social Media Book provides B2B marketers with actionable advice on leveraging blogging, LinkedIn, Twitter, Facebook and more, combined with key strategic imperatives that serve as the backbone of effective



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B2B social media strategies. This book serves as the definitive reference for B2B marketers looking to master social media and take their career to the next level. Describes a methodology for generating leads using social media Details how to create content offers that increase conversion rates and drive leads from

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social media Offers practical advice for incorporating mobile strategies into the marketing mix Provides a step-by-step process for measuring the return on investment of B2B social media strategies The B2B Social Media Book will help readers establish a strong social media marketing strategy to generate more

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leads, become a marketing superstar in the eye of company leaders, and most importantly, contribute to business growth.

Instant Profits Guide to LinkedIn  
Marketing Success

Ultimate Guide to LinkedIn marketing  
for business

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Daddy Saturday

LinkedIn Unlocked

The B2B Social Media Book

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Awesome Book

The Ultimate Guide

Beyond the Non-Profit Industrial  
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SAS Visual Analytics is a  
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business intelligence and  
analytics platform that provides  
visual exploration and discovery,  
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interactive reporting for  
organizations of all sizes. All

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organizations have a wide  
variety of users, and each user  
needs something different from  
data and analytics. SAS Visual  
Analytics allows everyone to  
easily discover and share  
powerful insights that inspire

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action. Several useful papers  
have been written to  
demonstrate how to use these  
techniques. We have carefully  
selected a handful of these from  
recent Global Forum  
contributions to introduce you to

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the topic and let you sample  
what each has to offer. Also  
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of professionals every day, and  
that's on LinkedIn. Are you taking  
advantage of it? Or are you who  
Gary Vaynerchuk is talking about  
when he says, "So many . . . are  
missing out on the insane  
opportunity on LinkedIn right

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now." Tragically, too many of the almost 800 million people on LinkedIn are missing out because they use it the wrong way, but that spells opportunity for those who use it correctly. The good news is, with this book

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LinkedIn user in no time. Whether  
you're an employee who dreams  
of finding a new job, an  
executive who needs to hire star  
talent, or an entrepreneur who  
wants to grow a business,

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something you're proud to show  
off, rather than something you  
want to hide Make high-quality  
connections on LinkedIn with  
your ideal audience-the people  
you can serve and who can  
serve you Create compelling

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content-quickly, easily, and  
affordably-that will bring your  
dream opportunities to you This  
book contains 60 LinkedIn  
lessons, each short enough to  
understand and implement in 15  
minutes or less. If you complete

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you're looking to find a new job,  
your LinkedIn profile will attract  
the best employers and the best  
offers. If you're recruiting, you'll  
find and connect with top talent.

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And if you're generating leads  
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and growing your business, you'll  
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create content that brings your  
ideal customer to you. Are you  
ready for your first lesson?

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Atomic Habits offers a proven  
framework for improving--every  
day. James Clear, one of the  
world's leading experts on habit  
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strategies that will teach you exactly how to form good habits, break bad ones, and master the tiny behaviors that lead to remarkable results. If you're having trouble changing your habits, the problem isn't you. The

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problem is your system. Bad habits repeat themselves again and again not because you don't want to change, but because you have the wrong system for change. You do not rise to the level of your goals. You fall to the

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level of your systems. Here,  
you'll get a proven system that  
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Clear is known for his ability to  
distill complex topics into simple  
behaviors that can be easily  
applied to daily life and work.

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Here, he draws on the most proven ideas from biology, psychology, and neuroscience to create an easy-to-understand guide for making good habits inevitable and bad habits impossible. Along the way,

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readers will be inspired and  
entertained with true stories from  
Olympic gold medalists, award-  
winning artists, business leaders,  
life-saving physicians, and star  
comedians who have used the  
science of small habits to master

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their craft and vault to the top of their field. Learn how to:

- make time for new habits (even when life gets crazy);
- overcome a lack of motivation and willpower;
- design your environment to make success easier;
- get back

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on track when you fall off course;  
...and much more. Atomic Habits  
will reshape the way you think  
about progress and success, and  
give you the tools and strategies  
you need to transform your  
habits--whether you are a team



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looking to win a championship,  
an organization hoping to  
redefine an industry, or simply an  
individual who wishes to quit  
smoking, lose weight, reduce  
stress, or achieve any other goal.  
One morning in 2011, Libby

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DeLana stepped outside her New England home for a walk. She did the same thing the next day, and the next. It became a daily habit that has culminated in her walking over 25,000 miles - the equivalent of the earth's

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circumference. In Do Walk, Libby shares the transformative nature of this simple yet powerful practice. She reveals how walking each day provides the time and space to reconnect with the world around us; process

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thoughts; improve our physical wellbeing; and unlock creativity. It is the ultimate navigational tool that helps us to see who we are - beyond titles and labels, and where we want to go. With stunning photography, this

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inspiring and reflective guide is  
an invitation to step outside, and  
see where the path takes us.

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Entrepreneur to Author

Small business owners are struggling  
to stand out in authority-driven fields.

They ' re losing deals to the

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competition, getting ignored by the media, and missing out on partnerships that could change the trajectory of their business.

Increasingly, entrepreneurs realize that authorship can help by building authority, generating quality leads, and providing IP that lets them efficiently



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scale their business. But most aren't confident in their ability to become an author...until now. In Entrepreneur to Author, you'll learn: The secret to a book strategy that's in lock-step with your business strategy How to efficiently plan, write, test, and refine a high-quality manuscript so you can

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business with your book Using  
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you 'll gain confidence in your ability to  
become an outstanding first-time  
author, and in your book 's ability to  
build your authority and grow your  
business in a way that scales up  
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ambitious entrepreneur, business leader, or subject-matter expert whose business success depends on your personal authority and professional credibility, then Entrepreneur to Author is your strategy guide to building authority and growing your business through writing and publishing.

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The goal of this book is to benefit everyone involved in your company. I will share with you a system that will give you strategies to identify problems that may exist within your company. The system is the best kept secret, which will enlighten you and the result will be an increase in profits

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Your Sales This book delivers a  
complete system for profiting from  
LinkedIn. Top social media marketer  
Brian Carter shows you how to use

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advertising, and sales processes,  
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how innovative businesses of all types  
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offers you far more power than you  
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through quick LinkedIn prospecting  
and introductions Use LinkedIn as a  
“ passive prospecting platform ” :  
Generate more leads without more  
work! Attract “ mega-leads ” through  
LinkedIn Answers, Events, and  
Groups Strengthen brand awareness  
and spread key messages Leverage

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content marketing (infographics and  
more) to boost brand awareness and  
generate more leads Accelerate your  
sales cycle with LinkedIn Improve your  
lead funnel and ensure that prospects  
are qualified before they talk to  
salespeople Establish efficient weekly  
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clients is by using LinkedIn.  
Why? Because LinkedIn is  
chock full of business people  
actively looking to make  
connections. That's right. They  
are already looking to connect

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**with you, you just have to give them a reason to do so. Even though it's a fairly simple process, many businesses get this wrong. They think if they put up the basic information, prospects will come flocking to**



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**their profile. WRONG! There's  
a little more to it than that.  
You will learn what LinkedIn is  
all about. We will give you the  
easiest definition for it, as well  
as cover very important  
factors, so you can have a**

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complete understanding of  
LinkedIn Marketing before you  
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use to get the most out of  
LinkedIn are some important  
tips dedicated to giving you  
highly important services so**

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**you can set up and monitor  
some very successful  
campaigns. This guide will dig  
into the strategies for creating  
highly optimized profile, why  
it's important to have an  
optimized profile, how to get**

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**recommendations, tips for  
Clients Media Attention  
Speaking Engagements  
creating headlines that get  
noticed and resources to help  
you boost your profile. As you  
continue you will learn how  
and why you should have a  
properly optimized profile, the**

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Speaking Engagements

**importance of a company page  
and how to optimize it, the  
tools, types, and tactics of  
posting content and finally,  
how to reach out to clients and  
in this course , we have the  
opportunity to explore on**

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**several LinkedIn Marketing  
Case Studies which are true  
examples which showcase on  
how LinkedIn Marketing  
actually works for other  
businesses, so that you can  
have better confidence in your**



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**journey to successful  
entrepreneurship  
Unlock the Countless  
Opportunities for Your  
Business Publishing on  
LinkedIn. Brand Your  
Business, Sell Your Products**

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**and Services with Ease, Get  
Clients Media Attention  
Speaking Engagements, and  
Media Attention. Get Your  
Articles to Work Harder For  
You! Does any of this sound  
like you? 1. You question if it  
will work in your market You**

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**have an inherent advantage in  
your market, simply because  
you are more familiar with it.  
So if you take your knowledge  
of your specific market and  
your specific prospects, and  
you learn to create good**

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**content (it doesn't have to be  
GREAT content... even good  
content will completely CRUSH  
your competition), then you  
have the recipe for big-time  
LinkedIn Publishing success.  
2. You think you need to be a**

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**LinkedIn Influencer or Guru In  
your market, you probably  
don't need that amazing  
content. If your content is 80%  
as good as the super-guru or  
influencer content, then you  
are going to clean up... and**

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**CRUSH your competition. And let me tell you - it isn't very hard to get your content 80% as good as that super-hero or influencers content. 3. Your article is published but no one is reading it This is something**

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**that so many people mess up.  
The big problem for most  
people is that they push  
"publish," and that's it, so they  
don't do anything, they just  
throw the article out there and  
HOPE for the best. It's not a**

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**"build it and they will come  
strategy." You build value,  
expertise and solutions in your  
published article... then you  
need to cross promote it. If  
you're nodding yes to any of  
the above, LinkedIn Publishing**



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**to Profits will help you  
generate content that sells and  
strategies to promote you and  
your products and services .  
Here's what's packed in this  
how-to guide: Prepare: This is  
the place to start and sadly**

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**most won't do or do well.  
Laying the foundation is the  
most important piece, from  
your LinkedIn profile to  
keyword and content research.  
Perform: What makes a great  
publisher post? What's the**

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**best formula for writing? What  
if you hate to write? You won't  
need to lock yourself in your  
office for weeks. The majority  
of our clients use our system  
to write or perform a great  
article in 2 hours or less.**

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**Publish: Your goal here is to be seen, heard, and read. Your articles can be used to promote books, courses, webinars, services, and even get you speaking engagements and media attention. Promote:**

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**The first and most obvious place is to promote your article is on your social sites. There are many more ways, free and cheap to promote your article. What if you could improve your chances of getting LinkedIn to**

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**feature your article and the possibility of it going viral?  
Profit: Now is the time to put your marketing efforts on auto-pilot and profit from your article. This strategy can get your foot in the door, bypass**

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**gatekeepers, get someone to  
schedule a call, get you on  
stage, or in the media. Imagine  
for a minute how your  
LinkedIn marketing efforts  
and business would change if  
you had a step by step plan for**

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**success... You know exactly  
what to create, when and what  
results it'll drive. Your offers  
(paid and free) become  
SEDUCTIVE magnets of YES!  
that readers cannot resist.  
Every single piece of content**



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**has a purpose in growing your  
business, sells your products  
and services for you and builds  
your LinkedIn presence...  
That's the power of a content  
strategy and the promise  
behind the 'LinkedIn**

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**Publishing to Profits!**  
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**A trillion-dollar industry, the  
US non-profit sector is one of  
the world's largest economies.  
From art museums and  
university hospitals to think  
tanks and church charities,**

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**over 1.5 million organizations  
of staggering diversity share  
the tax-exempt 501(c)(3)  
designation, if little else. Many  
social justice organizations  
have joined this world, often  
blunting political goals to**

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**satisfy government and  
foundation mandates. But even  
as funding shrinks, many  
activists often find it difficult  
to imagine movement-building  
outside the non-profit model.  
The Revolution Will Not Be**

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**Funded gathers essays by  
radical activists, educators,  
and non-profit staff from  
around the globe who critically  
rethink the long-term  
consequences of what they call  
the "non-profit industrial**

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**complex." Drawing on their  
own experiences, the  
contributors track the history  
of non-profits and provide  
strategies to transform and  
work outside them. Urgent and  
visionary, The Revolution Will**

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**Not Be Funded presents a  
biting critique of the quietly  
devastating role the non-profit  
industrial complex plays in  
managing dissent.**

**Contributors. Christine E. Ahn,  
Robert L. Allen, Alisa Bierria,**

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**Nicole Burrowes, Communities  
Against Rape and Abuse  
(CARA), William Cordery,  
Morgan Cousins, Ruth Wilson  
Gilmore, Stephanie Guilloud,  
Adjoa Florência Jones de  
Almeida, Tiffany Lethabo King,**



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Pérez, Project South: Institute  
for the Elimination of Poverty  
and Genocide, Dylan  
Rodríguez, Paula X. Rojas, Ana  
Clarissa Rojas Durazo, Sisters**

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**in Action for Power, Andrea  
Smith, Eric Tang, Madonna  
Thunder Hawk, Ije Ude, Craig  
Willse**

**"I have a theory about the  
Hero's Journey. We all have  
one. We have many, in fact.**

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**But our primary hero's journey is the passage we live out, in real life, before we find our calling. The hero's journey ends when, like Odysseus, we return home to Ithaca, to the place from which we started.**

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**What then? The passage that comes next is The Artist's Journey. On our artist's journey, we move past Resistance and past self-sabotage. We discover our true selves and our authentic**

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**calling, and we produce the  
works we were born to create.  
You are an artist too-whether  
you realize it or not, whether  
you like it or not-and you have  
an artist's journey. Will you  
live it out? Will you follow your**

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**Muse and do the work you  
were born to do? Ready or not,  
you are called."--Back cover.**

**PUBLISH a BOOK and GROW  
RICH**

**34 Steps to Self-publishing and  
Marketing Profits**

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**The Entrepreneur, Executive,  
and Employee's Guide to  
Optimize Your Profile, Make  
Meaningful Connections, and  
Create Compelling Content ...  
in Just 15 Minutes a Day  
Do Walk**

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Marketing, Advertising, and  
Public Relations in the  
Consumer Revolution  
Social Media

*Have you ever dreamed of*



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*writing and publishing a  
book that's the sum total  
of your expertise with the  
ultimate goal of  
attracting paying  
clients...but it always  
seems too hard? You tell*

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*yourself, "It will take me  
years to do...how do I  
organize it, or even start  
to design a book cover?"  
You tell yourself you'll  
never be able to get it  
done, so why even try? NOT*

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*TRUE. In this revolutionary new book, Mike Koenigs takes your hand and leads you step-by-step through the same process that has helped over 300 of his clients*

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*write, publish, and profit  
from a book in as little  
as TWO weeks. Many of  
those authors are  
attracting paying clients,  
getting traffic, leads,  
product sales and speaking*

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*engagements. If you follow  
this process, this can and  
will work for you, too.*

*Take your business to new  
heights with up-to-date  
social media marketing How  
can 'Social Media:*

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*Marketing Strategies for  
Rapid Growth Using:  
Facebook, Twitter,  
Instagram, LinkedIn,  
Pinterest and YouTube'  
help you achieve this?  
Learn how to grow an*

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engaged and supportive  
Clients Media Attention  
following on Facebook,  
Speaking Engagements  
Twitter, Instagram,  
Pinterest, YouTube and  
LinkedIn. Tell your story  
and get your brands  
message across in a way**

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*that consumers enjoy and  
even look forward  
too. Develop the skills  
needed to turn media  
consumers into paying  
customers Learn the key  
demographics of each*



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*social media platform and  
how to use this to your  
advantage Learn how to  
target your marketing to  
very specific groups of  
people for increased  
engagement and*

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*conversion Learn how to  
improve your bottom line  
with more efficient  
marketing and cheaper  
customer acquisition Take  
your business or brand to  
the Stratosphere! Ideal for*

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*businesses of all sizes,  
brands and even personal  
pages It's time to take  
your social media channels  
to new heights. It's time  
to grow your business the  
right way. Get relevant*

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*and dominate your  
platforms in 2016! Grab  
"Social Media: Marketing  
Strategies for Rapid  
Growth Using: Facebook,  
Twitter, Instagram,  
LinkedIn, Pinterest and*

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*YouTube" now and learn how  
to take your business to  
the next level.*

*Hundreds of millions of  
Americans are using social  
media (SM), and already  
some 70% of businesses*

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*have joined them there,  
using Facebook and other  
SM platforms to connect  
with their customers, and  
attract new ones. So the  
real question isn't  
whether to take your*

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*business onto social media  
platforms—but how to do it  
quickly, effectively, on a  
budget, with smart goals,  
and a road map for  
success. Advanced Social  
Media Marketing: How to*

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*Lead, Launch, and Manage a  
Successful Social Media  
Program cuts through the  
hype and fluff about how  
social media is changing  
the world, and it gets  
down to what really*



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*matters: How you as a  
manager can best use SM to  
benefit your business.*

*Written by a veteran  
online marketer and  
ecommerce professional,  
the book shares practical*

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*strategies and tactics to  
let you launch and scale a  
successful corporate  
social media program.  
Advanced Social Media  
Marketing: How to Lead,  
Launch, and Manage a*

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*Successful Social Media  
Program is for the manager  
who already knows  
something about social  
media and wants to roll up  
his or her sleeves and get  
down to business. In it,*

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*we simplify tasks that  
might otherwise be  
complicated—like adopting  
and tracking key  
performance metrics,  
developing online ad  
campaigns, or creating*

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Facebook apps like games,  
Clients Media Attention  
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giveaways and sweepstakes  
with the capacity to go  
viral. Businesses can  
harness the unique  
advantages of this new  
medium, but they need a

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*practical, no-nonsense  
guide like this one.  
Otherwise they risk being  
ignored, wasting time and  
money or, even worse,  
damaging their own brand  
and seeing a well-*

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*intentioned online program  
blow up. The book is heavy  
on the how-to, case  
studies, campaign results  
and other statistics, and  
interviews with ecommerce  
managers at businesses*

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*large and small. It also  
includes the author's own  
experiences at Green*

*Mountain Coffee Roasters,  
Wine of the Month Club,  
and others. While this  
book will be accessible*



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*enough for someone  
implementing a social  
media program for the  
first time, it's ambitious  
enough to benefit  
experienced SM hands who  
are looking for good ideas*

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*and techniques to push  
their online community to  
the next level of size,  
interactivity, and buzz.  
The SAGE International  
Encyclopedia of Mass Media  
and Society discusses*

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*media around the world in  
their varied  
forms—newspapers,  
magazines, radio,  
television, film, books,  
music, websites, social  
media, mobile media—and*

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*describes the role of each in both mirroring and shaping society. This encyclopedia provides a thorough overview of media within social and cultural contexts, exploring the*

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*development of the  
mediated communication  
industry, mediated  
communication regulations,  
and societal interactions  
and effects. This  
reference work will look*

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*at issues such as free  
Clients Media Attention  
expression and government  
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regulation of media; how  
people choose what media  
to watch, listen to, and  
read; and how the  
influence of those who*

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*control media  
organizations may be  
changing as new media  
empower previously unheard  
voices. The role of media  
in society will be  
explored from*

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*international,  
multidisciplinary  
perspectives via  
approximately 700 articles  
drawing on research from  
communication and media  
studies, sociology,*



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*anthropology, social  
psychology, politics, and  
business.*

*How to Become a Successful  
Author*

*How to Lead, Launch, and  
Manage a Successful Social*

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Media Program  
Clients Media Attention  
60 Days to LinkedIn  
Mastery Speaking Engagements

*Publish. Promote. Profit.:  
The New Rules of Writing,  
Marketing & Making Money  
with a Book*

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*Why That Is And What You  
Can Do About It  
How Advertisers, Marketers  
and Salespeople Get Leads,  
Sales and Profits from  
LinkedIn  
Special Collection*

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***From the creator of the  
popular website Ask a Manager  
and New York's work-advice  
columnist comes a witty,  
practical guide to 200 difficult  
professional  
conversations—featuring all-***

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***new advice! There's a reason  
Alison Green has been called  
"the Dear Abby of the work  
world." Ten years as a  
workplace-advice columnist  
have taught her that people  
avoid awkward conversations***

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***in the office because they  
simply don't know what to say.  
Thankfully, Green does—and in  
this incredibly helpful book,  
she tackles the tough  
discussions you may need to  
have during your career. You'll***

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***learn what to say when •  
coworkers push their work on  
you—then take credit for it •  
you accidentally trash-talk  
someone in an email then hit  
“reply all” • you’re being  
micromanaged—or not being***

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***managed at all • you catch a  
colleague in a lie • your boss  
seems unhappy with your work  
• your cubemate's loud  
speakerphone is making you  
homicidal • you got drunk at  
the holiday party Praise for***



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***Ask a Manager “A must-read  
for anyone who works . . .  
[Alison Green’s] advice boils  
down to the idea that you  
should be professional (even  
when others are not) and that  
communicating in a***

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***straightforward manner with  
candor and kindness will get  
you far, no matter where you  
work.”—Booklist (starred  
review) “The author’s friendly,  
warm, no-nonsense writing is a  
pleasure to read, and her***

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***advice can be widely applied to relationships in all areas of readers' lives. Ideal for anyone new to the job market or new to management, or anyone hoping to improve their work experience.”—Library Journal***

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*(starred review) "I am a huge  
fan of Alison Green's Ask a  
Manager column. This book is  
even better. It teaches us how  
to deal with many of the most  
vexing big and little problems  
in our workplaces—and to do*

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***so with grace, confidence, and  
a sense of humor.” —Robert  
Sutton, Stanford professor and  
author of The No Asshole Rule  
and The Asshole Survival  
Guide “Ask a Manager is the  
ultimate playbook for***

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***navigating the traditional  
workforce in a diplomatic but  
firm way.”—Erin Lowry, author  
of Broke Millennial: Stop  
Scraping By and Get Your  
Financial Life Together  
Fatherhood is no longer a***

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***playground--it's a  
battleground. The demands  
placed on fathers have never  
been greater, yet neither has  
the importance of a father's  
role in the life of his child.  
This creates a dilemma: how***

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***can fathers balance career and family while connecting with their children in a meaningful and intentional way? In Daddy Saturday, Justin Batt will show you how. Justin has spent over 13,000 hours on Saturdays***



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**over the past 11 years**  
**engaging his children with**  
**intentionality. In this easy-to-**  
**follow guide, Justin walks**  
**fathers through the steps to**  
**creating their own Daddy**  
**Saturdays--from how to**

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***achieve peak performance as a  
dad, to connecting with your  
child's heart and mind. You'll  
learn tactical ideas to  
implement daily with your  
children, and understand how  
to create epic memories that***

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***will change the trajectory of  
their lives forever. Being seen  
as a great father in the eyes of  
your children and raising  
fantastic kids who become  
productive, confident, happy  
adults is the dream of every***

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***father. Daddy Saturday is a  
national movement every  
father can join to help them  
bring that dream to life.***