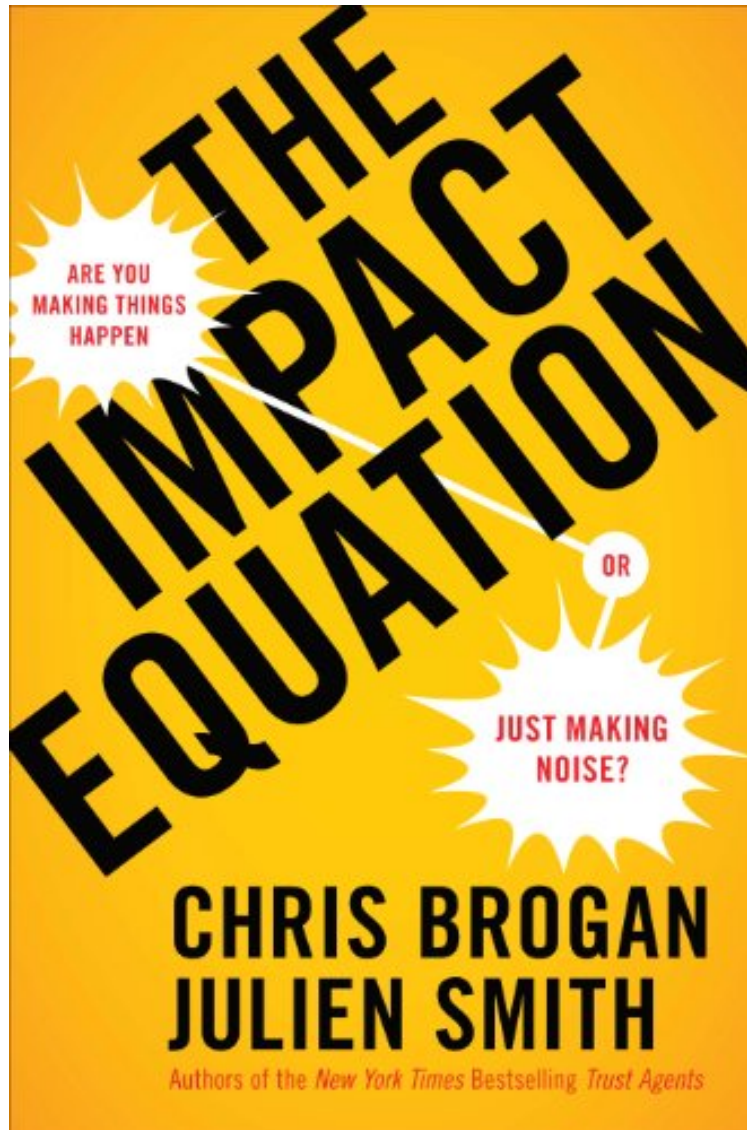


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The Impact Equation: Are You Making Things Happen or Just Making Noise?

Chris Brogan, Julien Stanwell Smith
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Chris Brogan, Julien Stanwell Smith : The Impact Equation: Are You Making Things Happen or Just Making Noise? before purchasing it in order to gage whether or not it would be worth my time, and all praised The Impact Equation: Are You Making Things Happen or Just Making Noise?:

6 of 6 people found the following review helpful. As a Professor, I'd love to use The Impact Equation for my New Media Class!By Kerry GorgoneI teach a graduate course in New Media Marketing, and want to adopt this book for my course. Chris and Julien provide a simple formula for creating content that moves your audience to action. In every

instance, they provide real world examples of how each part of the equation has yielded success for them as well as other well known people, companies and organizations. My class starts with online influence, then helps students to leverage content marketing, mobile and game-based marketing, location and more. There are different tools and sites that are currently in vogue for each of these areas, but what I love about The Impact Equation is that it transcends any specific tools or social networks: the principles Chris and Julien explain apply no matter which channels you use to reach your audience. Whatever your goals are, this book can help you achieve them, because it focuses on the people you want to reach, rather than the latest social network or mobile app. Like most people, I have precious little time to read, and I need to choose the best industry publications to stay current in my field for teaching. Having read Chris's blog for years, I've come to rely on him for consistently top-quality content. I also knew from reading Trust Agents that he and Julien are the real deal: any publication of theirs will be informative and worth reading. The Impact Equations does not disappoint! They get right to the "good stuff," explaining The Impact Equation (yes, it's an actual equation) and what each part of the process is for building your online influence. The rest of the book expounds on each element, providing plenty of industry examples and thought provoking exercises to ensure that you're able to apply the equation to your unique goals and objectives. The insights you'll gain from this book are worth much more than this book costs. I liked it so much that I bought one even though I had already received a review copy. The Impact Equation is so good that I wanted to share it, but didn't want to part with my own well loved, dog-eared copy! Buy this book and read it more than once. Take Chris and Julien's advice to heart, apply it to your online efforts, then watch your content make a whole new impact on your audience.

0 of 0 people found the following review helpful. Great book with some useful business tips...but most of all I love Brogan's outlook on life. By Steve Vigus Not a long book to read but it does present some innovative ideas about how you see yourself and how you apply that image to your image. Chris is a deep thinker. Here he shares some of his ideas about how to focus your energies for success in business. Of course I listen to so much of his material for free via his podcasts that I would buy just about anything he puts out. It's the right thing to do.

0 of 0 people found the following review helpful. Great overview on captivating social media audiences with trustworthy content. By Jim Barry New York Times bestselling authors, Chris Brogan and Julien Smith, provide an excellent overview of how to captivate social media audiences and create trust around your content ideas in their book, The Impact Equation. The timing of this book fits the post-social boom era where social media marketers now need to regroup around behavioral strategies for getting your ideas to resonate across channels while creating a following in the process. This book, in other words, is more about conversational strategies and ideas for content than social technology strategies. In this unique approach to covering the basics of content marketing, the two authors tap into the behavioral skills required to get on your audience's radar; get your point across; open an avenue for greater exposure; and then get them to see you as themselves. But they do it in a fun way and convincing way that appeals to our natural tendencies to socialize. The book, in my opinion, qualifies academically as a supplementary reading for undergraduate level courses. The recommendation is based on the following:

- 1) Using their acronym C-R-E-A-T-E (contrast, reach, exposure, articulate, trust and echo), the authors tackle the challenge of social audience building and content engagement through psychological metaphors often using well known celebrity examples. C for Contrasting, for example, covers the full spectrum of awareness and idea strategies covered in most content marketing texts. The A for Articulation then covers many examples where ideas resonate or fall flat based on how simple a story is told.
- 2) The social media background and popularity of both authors as experienced bloggers adds credibility to their success claims.
- 3) Examples are provided throughout the book of well known cases using their C-R-E-A-T-E formula. The examples sometimes lead to a "fill in the blanks" exercise for the reader as well.
- 4) The book is well organized around a typical social media marketing curriculum. The authors roll out their formula for idea generation. They then advance to audience and exposure building. Finally, they lay out a case for social platform activation where audiences can judge your content and unique ideas for suitability and trustworthiness. Though less clinical in style to typical text books, the topics are introduced in a sequence consistent with the steps taken in a typical content strategy plan.
- 5) The book is exceptionally entertaining.

"Anyone can write a blog post, but not everyone can get it liked thirty-five thousand times, and not everyone can get seventy-five thousand subscribers. But the reason we've done these things isn't because we're special. It's because we tried and failed, the same way you learn to ride a bike. We tried again and again, and now we have an idea how to get from point A to point B faster because of it." Three short years ago, when Chris Brogan and Julien Smith wrote their bestseller, Trust Agents, being interesting and human on the Web was enough to build a significant audience. But now, everybody has a platform. The problem is that most of them are just making noise. In The Impact Equation, Brogan and Smith show that to make people truly care about what you have to say, you need more than just a good idea, trust among your audience, or a certain number of followers. You need a potent mix of all of the above and more. Use the Impact Equation to figure out what you're doing right and wrong. Apply it to a blog, a tweet, a video, or a mainstream-media advertising campaign. Use it to explain why a feature in a national newspaper that reaches millions might have less impact than a blog post that reaches a thousand passionate subscribers. Consider the phenomenally successful British singer Adele. For most musicians, onstage banter

basically consists of yelling "Hello, Cleveland!" But Adele connects with her audience, pausing between songs to discuss a falling-out with her friends, or the drama of a break up. Each of these moments comes off as if she were talking directly with you, and you can easily relate. Adele has Impact. As the traditional channels for marketing, selling, and influencing disappear and more people interact mainly online, the very nature of attention is changing. The Impact Equation will give you the tools and metrics that guarantee your message will be heard.

From Booklist Brogan and Smith explain to entrepreneurs how to build ideas, how to move them through a platform so they will be seen and discussed, and then how to build a strong human element around those ideas so that people will know their participation is appreciated. They lead us to consider the source of our market as we combine the passion of those who matter to us with our passion so that all of us can leave our marks on the world. The book is designed around the equation $IMPACT = C \times (R + E + A + T + E)$. C represents being seen; R, whom you connect to; E, how often you connect; A, being understood instantly; T, why we trust someone; and E, the feeling of connection conveyed to our audience. The authors note, Build everything you do while understanding that things will permanently be changing. Excellent, thought-provoking book for entrepreneurs and other library patrons wanting to learn about Internet opportunities in the twenty-first century. --Mary Whaley About the Author CHRIS BROGAN and JULIEN SMITH are consultants and speakers who have worked with Fortune 500 companies, including PepsiCo, General Motors, American Express, and Microsoft. They have been involved in online communities and blogging for more than fifteen years. Their first book, Trust Agents, was a New York Times bestseller. Visit chrisbrogan.com/impact Visit inoveryourhead.net Follow us on Twitter @chrisbrogan, @julien