



# Stick Yourself Out There : Get Them to Come to You

*Scott Ginsberg*

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Scott Ginsberg

## Stick Yourself Out There : Get Them to Come to You Scott Ginsberg

Nobody notices normal. If you want to GET noticed, GET remembered and GET business, you've got to stick yourself out there.

From the man who made a career out of wearing a nametag 24-7, this comprehensive marketing guidebook will teach you how to attract more business, more opportunities and more luck into your life.

o This two-in-one, double feature, flip-flip book is the first of its kind. In book one, *Stick Yourself Out There.*, you will learn: How to be Origin, not echo, how to achieve maximum mindshare, how to build your brand using imagination and not millions, how to be That Guy, how to craft a soundbite, how to master the welcome, how to create unforgettable business cards, how to enable strategic serendipity, how to cultivate fans and not customers, how to build your permission asset and how to build a following.

In book two, *Get Them to Come to You*, you will learn: How to be somewhat predictable, how to enshrine your business, how to identify and amplify your Noticeable Number, how to build a timeline of credibility, how to maximize your web presence, how to become an award-winning blogger, how to become the perceived expert in your field, how to become a Thought Leader, how to make your message stick and how to stimulate word of mouth.

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