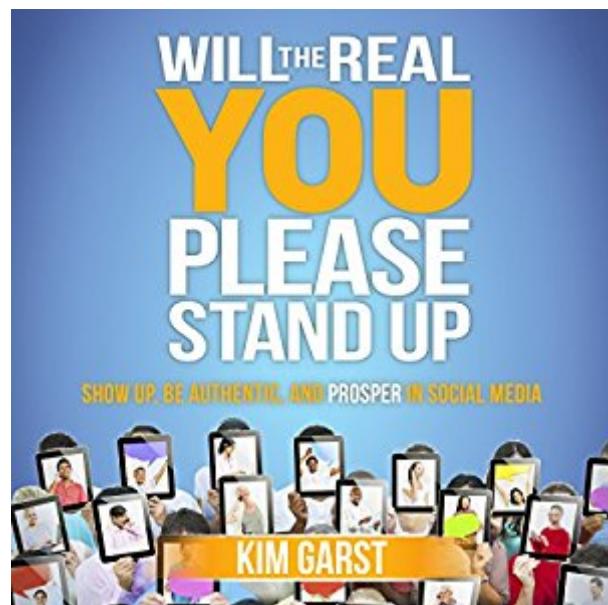


The book was found

# Will The Real You Please Stand Up: Show Up, Be Authentic, And Prosper In Social Media



## **Synopsis**

Social media is changing the way people buy. What started just a few years ago as a quirky new way to find people, discuss events, and connect has since woven itself into the fabric of our lives. More than two billion people now use social media on a regular basis as their single source for news, to research everything from cars to homes to burritos, to find, meet, and marry, and to connect and become part of the communities behind their favorite brands and companies. People buy from those that they know, like, and trust. That's always been the case, but what is changing is how people buy? Social media is redefining the buyer/seller relationship, and the winners are the ones that can form meaningful, authentic relationships with their social media communities. With so much competition, it is difficult to stand out through the noise. In *Will the Real You Please Stand Up*, leading social media expert, Kim Garst, shares with you the tips, tricks, and techniques that have helped her rise to, and stay at the top of, the social media world. However, this is not a "how to" book on social media. It is something much more powerful. It is a guided journey to discovering the most unstoppable force in nature, something you already have but just don't know how to harness and unleash...YOU! For entrepreneurs and small business owners to CEO's of Fortune 500 companies, *Will the Real You Please Stand Up*, is chock full of tips and tactics to help you find your authentic voice and #BeYou!

## **Book Information**

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## **Customer Reviews**

Wow, this book spoke to me on so many levels that I could have written it myself. But who am I

kidding? I don't have such extensive experience and knowledge like Kim possesses. The message of "Will The Real You Please Stand Up?" was definitely something close to my heart. I feel that authenticity means everything in the online world. You could have dismissed her message saying that it's naive, utopian, and that the guys with big bucks always win in the end. However, I can't say this. I started my first-ever online business in May 2013. I had zero knowledge, zero authority, zero skills, and no connections. But I was authentic. And I still am. My business continues to grow. I earned about \$4.5k in 2014. Until the 28th of April 2015, I earned \$5.9k. It works. If a guy who hadn't seen a webinar till November 2012 could do that, anybody can. It's just enough to be yourself. Confirmed by Experience So everything that Kim teaches, I found true by my own experience. I'm far from viral success (although I managed to get my tweet retweeted by a rock star with 2 million followers - that day, my traffic increased more than 100 times). James Arthur's tweet "I am a solopreneur, so I just don't have time for fancy techniques on social media. Your brand is you." Jeff Goins, You Are A Writer Time. Do you know how much time authenticity saves? I don't have to wonder what I have said in the past and if it's congruent with my brand. I AM my brand. When I'm authentic, it takes no effort to spread my message. I work hard to one day be free from the 9 to 5 grind. Maybe then, I will be able to go bigger with my marketing.

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