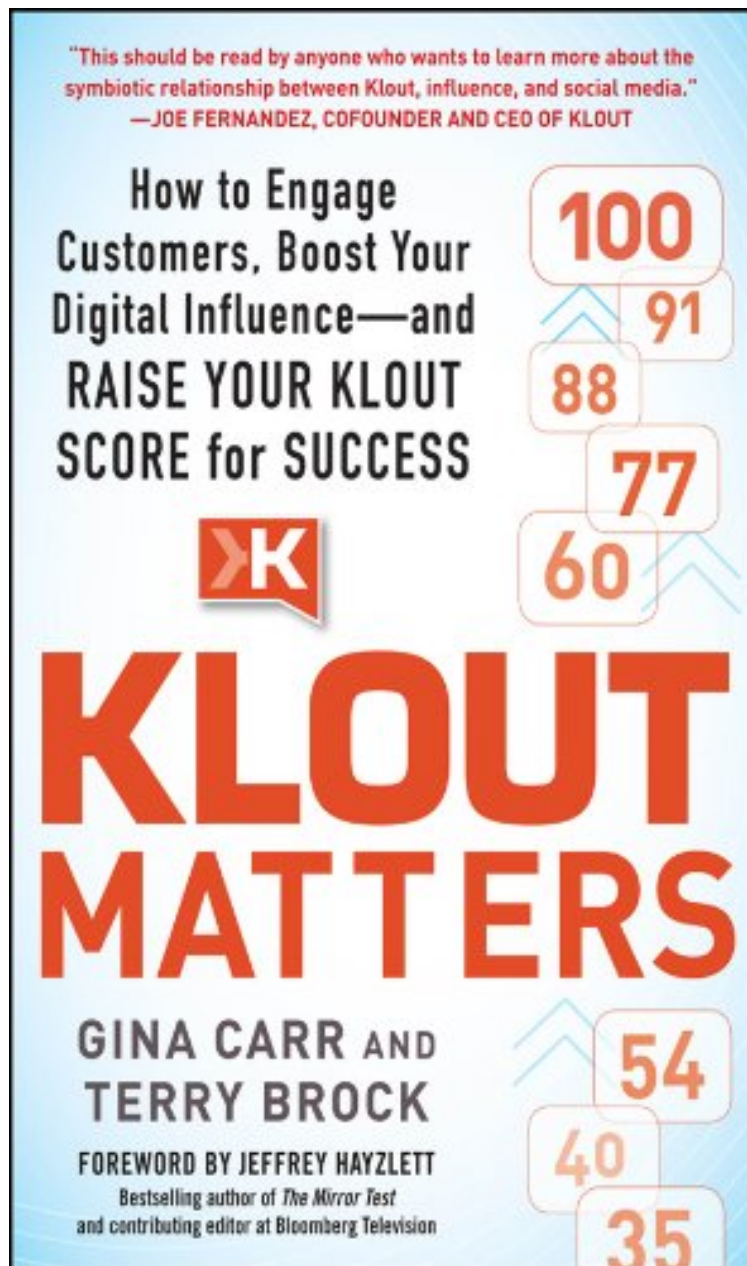


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# Klout Matters: How to Engage Customers, Boost Your Digital Influence--and Raise Your Klout Score for Success

Gina Carr, Terry Brock

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By Kent Gustavson  
Gina Carr and Terry Brock have simply, intelligently, and comprehensively shown how the modern author, speaker, musician, entrepreneur, or everyday social media user can leverage new technical tools (including Klout) in order to compete with major publicity firms, and have real and lasting impact on their social landscape. Gone are the days where book authors and publishers need to hire expensive publicists that cost thousands of dollars per month. Tools such as Klout help to build a tribe, community, and base of supporters that is both wide and deep. This book is a must read, and will blow your business and personal goals wide open. It's easy to work through, not threatening in any way, and is worth its weight in gold. If you click away from this page before purchasing this book, you are making a mistake of great significance. Instead, join the group of us who have started putting these practices into use. My own Klout score has climbed 14 points by simply following their advice and methods. I didn't quit my day job, and I didn't have to hire anyone to help me. These methods work, and you can put them into action. Don't hesitate! Pick this book up and get started.

1 of 2 people found the following review helpful. Must-read book for thought leaders and entrepreneurs  
By G. Perera  
Wow! If you're a thought leader, business leader, entrepreneur - or even forward-thinking employee - and you want to increase your influence and authority in a crowded and cluttered online world, this is a must-read book. The book is based on the online reputation tool Klout, but it's far better than most resources on this topic, which simply offer dubious tips and tricks for improving your Klout score. Instead, in this book, Terry Brock and Gina Carr share the practical, in-depth and effective secrets for building a successful online presence, based on thought leadership, genuine engagement, and providing value. And THAT will automatically boost your online reputation. They don't pull any punches, either! They describe what works, but aren't shy to also highlight what WON'T work, and what traps to avoid. That alone will save you countless hours of time, unnecessary costs, and endless frustration. As a consultant who works with people who want to leverage their expertise and authority, I'm always looking for valuable resources on this topic to share with my clients - and this is one of the best.

1 of 2 people found the following review helpful. Klout Matters: my secret manual for increasing online influence  
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Neilson did it for TV, Arbitron for radio. But what about Social Media? Since the inception of Social, marketing professionals have found themselves in a quandary regarding a method for establishing the value of "retweets" and "follows." But they keep driving into a brick wall. Klout scores are the solution for which marketing and media professionals have been searching. In their book, KLOUT MATTERS, authors Brock and Carr present the single most exhaustive evaluation to-date of Klout, its metrics and the ways Klout can be leveraged to add value to commercial and personal brands. The book offers specifics on the behaviors measured on given social sites, which of those behaviors impacts a score as well as the reasons why. It's referenced here as my "secret manual" because I don't want anyone else to know about it. It's my secret weapon. With it, I shall dominate my world.

Build Credibility, Get More Business, and Increase Profits with DIGITAL INFLUENCE  
Strong influence translates to more business--and nothing measures influence like Klout, which has scored more than 100 million people and companies. A high Klout score has become one of the most important business assets today. It can mean the difference between business success and failure. It can affect your job prospects, how your customer service complaints are handled, and whether you're recognized as an expert in your industry. In Klout Matters, two of today's top social media gurus show you how to raise your Klout score and use it to your advantage. Klout Matters offers simple strategies you can begin using right away. It provides step-by-step guidance that will help you rise above the online noise to stand out, build trust, and grow your business. "Terry Brock and Gina Carr show you how to engage with customers in this fast-paced, ever-changing field. Use their proven principles to make your Klout score rise to the top." -- Harvey Mackay, #1 New York Times bestselling author of Swim with the Sharks without Being Eaten Alive  
"Everyone wants more impact, influence, and recognition. Buy this book and implement the ideas and strategies, so that you go from Klout to significance." -- Jeffrey Gitomer, New York Times bestselling author of The Little Red Book of Selling and 21.5 Unbreakable Laws of Selling

"How much clout do you have through your social media presence? Terry Brock and Gina Carr score big when it comes to showing you how to engage with customers in this fast-paced, ever-changing field. Use their proven principles to make your Klout Score rise to the top."~Harvey Mackay  
New York Times #1 best-selling author of  
Swim with The Sharks Without Being Eaten Alive  
"Everyone wants more impact, influence, branding, and recognition. On the Internet it's known as Klout. For many, Klout scores have remained a mystery, UNTIL NOW. Terry Brock and Gina Carr have written the benchmark book, "Klout Matters," and reveal the importance, the relevance, and the secrets behind this Internet imperative. As a Klout thought leader myself, I recommend that you buy this book, and implement the ideas and strategies, so that you go from Klout to significance."~Jeffrey Gitomer  
New York Times Best Selling Author of  
The Little Red Book of Selling  
Klout Matters, Gina and Terry

walk you through the exact steps needed to build a sizable platform, leverage key relationships, and create real influence for greater success. This book is a must read for anyone striving to become a respected thought leader."~Mari SmithForbes' Top Ten Social Media Power Influencer 2011-2013+, Speaker, Author ofnbsp;The New Relationship Marketing and Facebook Marketing: An Hour A DayFrom the Back CoverStrong influence translates to more business - and nothing measures influence like Klout, which has scored more than 100 million people and companies. nbsp;A high Klout score has become one of the most important business assets today. It can man the difference between business success and failure. nbsp;It can affect your job prospects, how your customer service complaints are handled, and whether you're recognized as an expert in your industry. nbsp;