



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

Chris Brogan, Juliet Stanwell Smith

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“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.

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Christina Ruiz:

Information is provisions for people to get better life, information today can get by anyone on everywhere. The information can be a knowledge or any news even a huge concern. What people must be consider when those information which is inside former life are difficult to be find than now's taking seriously which one works to believe or which one the actual resource are convinced. If you find the unstable resource then you have it as your main information we will see huge disadvantage for you. All of those possibilities will not happen inside you if you take The Impact Equation: Are You Making Things Happen or Just Making Noise? as your daily resource information.

Shay Price:

Precisely why? Because this The Impact Equation: Are You Making Things Happen or Just Making Noise? is an unordinary book that the inside of the book waiting for you to snap the item but latter it will shock you with the secret the idea inside. Reading this book adjacent to it was fantastic author who else write the book in such wonderful way makes the content on the inside easier to understand, entertaining technique but still convey the meaning completely. So , it is good for you for not hesitating having this any more or you going to regret it. This book will give you a lot of rewards than the other book have such as help improving your expertise and your critical thinking way. So , still want to hesitate having that book? If I were being you I will go to the publication store hurriedly.

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Robert Price:

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