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# Text Me! Snap Me! Ask Me Anything!: How Entrepreneurs, Consultants And Artists Can Use The Power Of Intimate Attention To Build Their Brand, Grow Their Business And Change The World



## Synopsis

Build Your Personal Brand and aÃ A Massive Following in an Hour aÃ A Day! Do you want to BUILD YOUR PERSONAL BRAND as a coach, consultant, author, creative artist, small business owner or entrepreneur? Based on his own success as an Inc 500 entrepreneur and New York Times bestselling author and global speaker, Kevin Kruse reveals how to: Become a go-to Thought Leader in less than a yearÃ A Quickly build your audience using other peopleÃ A s Facebook groups with the Visiting-Sherpa Strategy Turn newsletter subscribers into Ã A "SuperFans"Ã A who buy everything you release with the Ben Franklin Effect (repeat this every week) Generate sales from even the smallest email list with the Intimate Attention Secret Discover your subscribersÃ A s true interests and needs with the Reply-Challenge TechniqueÃ A Learn the secret to making an impact and creating a life that truly matters BONUS! FREE Online Course Ã A "Master Your Personal Brand"Ã A (\$197 Value) Take the next step in building your Personal Brand and click the "Buy Now" button at the top of the screen.

## Book Information

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## Customer Reviews

Is Kevin Kruse going insane? Why would anyone so publicly broadcast their contact details?

Doesn't he have enough people cluttering up his inbox, phone and social media streams? Actually the point is that you need to be accessible, personable and intimate to succeed and Kruse shows this through a myriad of pointers, interviews, examples and anecdotes. As with many great business books, the author will make various points which you stop to think about, realize it makes sense (or is common sense) and nod approvingly. I found myself nodding quite frequently while reading this. Like his earlier Employee Engagement books, this one is very concise and easy to read. You could easily do it in a single session (on a 3-hour flight for instance) if you are so inclined. I decided quite quickly however to read a little, do some research and/or thinking how his concepts can be molded to fit my environment and "put its ideas into practice". Yes Kevin I did finish the book. Some of the key takeaways from the book include;- Putting the social back in social networks- Engaging with (rather than writing to) your audience/fans- Encourage and invite people to ask you anything- Make people feel valued by showing a genuine interest in them. Think how powerful that last point is. Now go buy this book to discover a few simple ways to make it a reality.

There is nothing like a challenge from the author and in the Preface no less! Kruse writes, ..."I do not guarantee that you will achieve what I'm achieving! Why? Primarily because most of you will never even finish this book, let alone put its ideas into practice." I have to agree that in most self help books I read I don't put much of what is covered into my daily life. Like most people I associate with, I am a creature of habit and change is not easily adopted. However, THIS BOOK IS DIFFERENT! It leverages a similar concept as "The Best Service is No Service" to open all avenues of communication (social media, e-mail and text) to create a level of availability not seen by many authors. A nod to no less. On a personal level, I plan on using the Ben Franklin effect by asking for opinions from my Facebook friends instead of just updating my status. I'm curious of the response and am excited to start. On a professional level, Kevin's insight on personal branding has given me a lot to think about in how I want to make a difference in the world. Kevin's unique approach, similar to his prior books, in closing out his chapters with the "Major Keys" is an effective way to summarize the chapter and to get you to think on how one would apply it to daily life.

As a business school grad, I'm always looking for fresh approaches on tried-and-true methods to explore and apply in various sectors of my industry. In "Text Me!", Kevin shares foundational and practical insights on how to create lasting impressions, cultivate strategic relationships, and curate a brand that radiates relevance to a waiting audience. Very well done. My only criticism is still a compliment: Contrary to its tagline, this book isn't just for "entrepreneurs, consultants, and artists" seeking to build their personal brand, etc. As an academic researcher, as a connections-enthusiast among the tech-centric/-alienated, even as a board member of my kid's PTA, I too sense the need to engage and interact with others on a deeper and more impactful level, beyond asking "How are you?" and actually waiting for a response. Kevin's transparency and intentionality are both refreshing and convicting, as is the simplicity of his overall message as I've received it: Invest the time it takes to be present; reap its benefits accordingly. Sure, it applies to every area of life, but it's a particularly profitable marketing strategy.

I am in the very early stages of building my personal brand as I will soon begin offering teaching, speaking and coaching services, in addition to the industry specific consulting I currently offer. Before I read this book I was not sure how to start building my brand or how to use social media. After reading this book I now understand the approach that Kevin used to build his personal brand and I have learned how to implement this approach step by step including how to use social media. The approach suggested by Kevin is based on the principle of Intimate Attention. You need to be accessible to the people in your target audience and you need to engage with them individually by offering to answer any questions that they have. If you do this you will build a group of Super Fans who will help to build your brand and this group of Super Fans will multiply your marketing efforts and pipeline of opportunities. One of the ideas that really grabbed my attention is the Benjamin Franklin Effect. I recommend this book to anyone who wants to build their personal brand.

This book is a must read for anyone looking to not just build a platform, but build an engaged audience of true fans. Throughout the book, Kevin Kruse takes the reader on a journey, first showing what's possible when the principles of what he refers to as "intimate attention" are practiced consistently over time. Then, through a very personable writing style that is like sitting back to have a conversation with a good friend, he outlines importance of standing out from the crowd. Instead of following the pack that spends their days blasting

impersonal broadcast messages to anyone that might possibly listen (unlikely), he takes us through the process of establishing one-to-one communication from first contact to cultivating dedicated fans. Using a variety of examples and stories to clearly illustrate his points, this is a fast, entertaining read that's packed with valuable information. I could go on...but I'm off to practice "intimate attention."

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