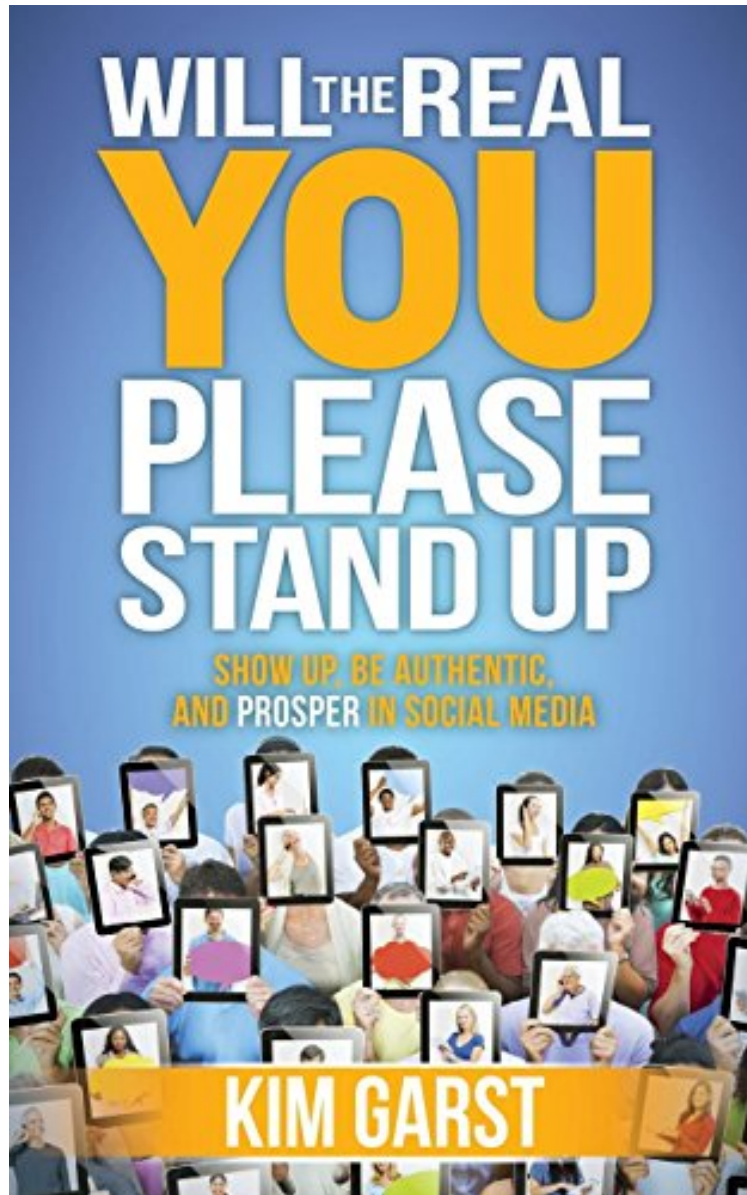


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# Will the Real You Please Stand Up: Show Up, Be Authentic, and Prosper in Social Media

*Kim Garst*

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**Kim Garst : Will the Real You Please Stand Up: Show Up, Be Authentic, and Prosper in Social Media** before purchasing it in order to gage whether or not it would be worth my time, and all praised Will the Real You Please Stand Up: Show Up, Be Authentic, and Prosper in Social Media:

2 of 2 people found the following review helpful. AN ABSOLUTE MUST HAVEBy Lora LeathcoWhen I purchased

this book I expected it to be good. Everything Kim Garst does is quality work. I expected to weed through some of my insecurities regarding how much of my own personality is too much in my business. I wanted to establish some boundaries. I wanted to know what kind of hot topics are okay, and which ones should I avoid. Honestly, I probably really wanted her to just tell me what to say. Which in reality wouldn't be very authentic, but I didn't realize that at the time. What I didn't expect was to revamp so much of my company structure and the extraordinary results that were seen by the small changes I made in just two days. I just read her book. If she asked a question, I thought about it, I did the work required, and I answered it honestly. I have struggled to create a mission statement from day one that sounded like what I wanted my company to actually look like in practice. I could always tell you in detail what we were NOT, but I never had a good answer for who we were. By applying the principals presented by Kim in "Will the Real You Please Stand Up"; I have:

1. Created a mission statement that represents our true values;
2. Established guidelines that can be easily applied by any employee to determine if an action is suitable for our company before the action is taken;
3. Defined practices that may not be "wrong"; or "bad"; but don't fall in line with who we are;
4. Developed training materials, so that employees are equipped to handle situations based on #3 in a way that is respectful;
5. Developed procedural policies to engage in social media more often and more effectively in significantly less time;
6. Finally completed our entire Facebook About information; and
7. LAST BUT BY NO MEANS LEAST: Increased traffic by leaps and bounds via Facebook.

I am sure that we will see the same amazing results on other social media sites. I chose to focus on Facebook first, because I am most comfortable with that platform. Even so, the changes made to Facebook have already naturally bled over to Twitter and Pinterest. Over the weekend I received so many Twitter messages I had to take some time out on Sunday to get a handle on it. I highly recommend "Will the Real You Please Stand Up"; I truly believe that it will not only help your business interactions, but it will also help you find yourself personally as well. What was becoming a weight to me is now a real joy to jump into every morning. I no longer hit the snooze. I am awake before the alarm goes off and ready to get to work.

3 of 3 people found the following review helpful. A much-needed read for the entrepreneur wanting to make a difference!

By Marion M. Chamberlain

There are quite a number of social media experts and leaders. At times, it can be overwhelming as to whom to listen to. The reason I've listened to Kim Garst is that it's always obvious that she truly wants to serve her audience. That's why I'm giving Will the Real You Please Stand Up a five-star review. Kim's servant approach on social media carried over to the book. It's full of great actionable personal and business branding advice and strategies. She uses examples from big business and describes how small and medium-sized businesses can also implement it. The book inspires, motivates and educates you all at the same time. It's a call-to-action to use authenticity, purpose and passion in all your branding/marketing strategies and tactical implementation. A must read for entrepreneurs!

1 of 1 people found the following review helpful. Better than good!

By MSWow

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. But if authenticity works so well when I have no time and resources to commit to my marketing, I'm excited to think what will happen when I will finally give it proper attention.

No Headache

If anything, I think Kim didn't emphasize enough how much a headache authenticity spares you. It works even when you are not a nice guy/gal. I know an internet marketer who is simply a jerk, but he doesn't hide it. It's clearly visible in the contempt he emanates when talking about people who are "not ready"; to listen to his bright advice. However, people still flock to him. There are people who like to think independently and there are those who like to be told what to think and how to spend their money. Of course I also know people who genuinely care about their audience and it seems that more (and better) people flock to them. But the basic message of "Will The Real You Please Stand Up"; is not to be nice, but to be yourself.

I liked the book a lot. And do you know what the best part is? Those who will dismiss this message and keep trying to move their businesses forward using smoke and mirrors will be left behind in a short, few years. As Kim repeated many times, people are not idiots. Years of massive media attack on our perspective have made us wary and sharp in discovering duplicity.

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. 2 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 isn't; 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 which you already have but just don't know how to harness and unleash...YOU! For entrepreneurs, 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!

From the Inside Flap Will The Real You Please Stand Up; Show Up, Be Authentic and Prosper in Social Media From the Back Cover People buy from people they KNOW, LIKE and TRUST. That's always been the case. What's changing, however, is HOW people are buying. Online purchasing is redefining the buyer/seller relationship and the winners will be those that can form meaningful, authentic relationships with their digital communities. In The Will You Please Stand Up, Kim Garst not only helps you find your authentic voice, but use it to create meaningful, long-term, business-building relationships through the greatest marketing tool of our generation - social media. About the Author Kim Garst is an internationally recognized social media expert. She is currently ranked by Forbes as the #8 Female Social Media Power Influencer in the world. She is also a regular contributor for the Huffington Post and her blog is listed as a Top 10 Social Media Blog by Social Media Examiner. Additionally, Kim is a noted keynote speaker, social media consultant and frequently cited/interviewed "expert" authority in print and on television for Businessweek, Fox News, NBC, CBS News and others.