



## ENGAGEMENT FROM SCRATCH!: HOW SUPER-COMMUNITY BUILDERS CREATE A LOYAL AUDIENCE AND HOW YOU CAN DO THE SAME!

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CreateSpace Independent Publishing Platform. Paperback. Book Condition: New. This item is printed on demand. Paperback. 240 pages. 5 OUT OF 5 STAR REVIEWS FOR **ENGAGEMENT FROM SCRATCH!:** After reading the book, I felt as though I had had direct access to some of the best minds in marketing, blogging, copywriting and business. The contributors to the book seemed to answer my questions preemptively - I feel infinitely more prepared now as a business owner, having read *Engagement from Scratch*, than I did prior. A must-read for anyone looking to gain traction in any industry. -Ruth Zive This book has had the most impact on my understanding of what it takes to become an online superstar! As a blogger, marketing consultant, and content creator, I am using this as a blueprint for building a loyal following and an engaged community. The people profiled in this book are some of the biggest online community building and blogging stars. This is no hype, its all real world advice that has been proven to work! I have completely redefined my online strategy, based upon what I learned from these successful people. -K. Scott Great book that truly did engage me from scratch. Some great advice from some BIG names in blogging and the online community. Surprising how so many people can write about same subject with a slightly different perspective, so you pick up another snippet with each chapter. Buy it BEFORE you blog! -Doug Robb THIS IS NOT JUST ANOTHER ONLINE MARKETING BOOK! *Engagement from Scratch!* contains the most important lessons learned from over 135 years of persistent effort and experimentation by some of the worlds most successful audience- and community-builders. In this book, they have come together to answer one crucial question: How would you build an engaged audience, from scratch Each...



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