



The Race to the Top: How to Take Over the Social Media Feed

Jonathan Goodman

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We're entering an age of information overload.

Almost every company in the modern World is trying to use social media. Most are terrible at it. **It doesn't matter how many "likes" you have on Facebook or followers on Twitter.** They are not the end game. Your product is. Social media is a tool to engage the customer, build a relationship, develop trust, and eventually sell your product.

Think of it this way. We ignore advertisements, skip TV commercials, and search engines are a dying breed. People don't listen to messages unless they have a reason to care. Yours could be the most powerful message in the world and it won't spread unless you package it properly and give others a reason to care.

You have an idea, a service, or a product. How do you get people to notice you?

By winning the race to the top of the feed. Everything in the feed is a recommendation, and a powerful one. Never before has the process of getting referrals been so scalable. Never before has advertising been so cheap. Social media has leveled out the corporate playing field.

Whether you're a real estate agent, a CEO, a neighbourhood shopkeeper, or a fitness gym owner, *this little book will teach you why people hit the share button - and how you can make them hit it more often with you in mind.* Read the book and you will learn how to make your business the go-to in your neighbourhood, your city, the world.

Facebook and Twitter may not be around in 5 years. Blog change daily. This book will give you the tools to get your message out.

The race to the bottom has been won. You have to win the race to the top.

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David Gaytan:

In this 21st centuries, people become competitive in each way. By being competitive at this point, people have do something to make these people survives, being in the middle of typically the crowded place and notice through surrounding. One thing that often many people have underestimated this for a while is reading. Sure, by reading a e-book your ability to survive raise then having chance to stand than other is high. In your case who want to start reading a new book, we give you that The Race to the Top: How to Take Over the Social Media Feed book as beginning and daily reading reserve. Why, because this book is greater than just a book.

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