



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

Kim Garst

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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. More than two 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 is 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 you already have but just don't know how to harness and unleash...YOU! For entrepreneurs and 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!

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