



Stand Out: How to Find Your Breakthrough Idea and Build a Following Around It

Dorie Clark

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Stand Out: How to Find Your Breakthrough Idea and Build a Following Around It Dorie Clark **Standing out is no longer optional**

Too many people believe that if they keep their heads down and work hard, they'll be recognized on the merits of their work. But that's simply not true anymore. "Safe" jobs disappear daily, and the clamor of everyday life drowns out ordinary contributions. To make a name for yourself, to create true job security, and to make a difference in the world, you have to share your unique perspective and inspire others to take action. But in a noisy world where it seems everything's been said—and shouted from the rooftops—how can your ideas stand out?

Fortunately, you don't have to be a genius or a worldwide superstar to make an impact. Drawing on interviews with more than fifty thought leaders in fields ranging from business to genomics to urban planning, Dorie Clark shows how these masters achieved success and how anyone—with hard work—can do the same. Whether it's learning to ask the right questions, developing and building on an expert niche, or combining disparate fields to get a new perspective, Clark outlines ways to develop the ideas that set you apart.

Of course, having a breakthrough insight is only half the battle. If you really want to share your ideas, you have to find a way to build an audience, communicate your message, and inspire others to embrace your vision. Starting small is fine; Clark provides a step-by-step guide to help you leverage your existing networks, attract new people to your cause, and, ultimately, build a community around your ideas.

Featuring vivid examples based on interviews with influencers such as Seth Godin, David Allen, and Daniel Pink, Clark shows you how to break through and ensure that your ideas get noticed. Becoming a thought leader in your company or in your profession is the ultimate career insurance. But—even more important—it's also a chance to change the world for the better. Whatever your cause, perspective, or point of view, the world can't afford for the best ideas to remain buried inside you. Whether it's how to improve the educational system or how to make your company more efficient, your ideas matter. The world needs your insights, and it's time to be bold.

Stand Out: How to Find Your Breakthrough Idea and Build a Following Around It **Details**

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From Reader Review Stand Out: How to Find Your Breakthrough Idea and Build a Following Around It for online ebook

Jamie says

A solid book for thinking through the process of becoming a recognised expert, and building a following. Very useful as an exercise for freelancers, entrepreneurs, or those in business who want to make a dent in the world.

Kathryn Heavenissmilingabove says

I got a lot out of this book as a potential small business owner. I appreciated all the many relevant stories. I found myself wondering many times where Ms. Clark was able to find these people to interview because the stories weren't the typical powerhouse examples readily available in the news. I appreciated that. I did recognize some names, but most were new to me.

This book is very actionable. There are questions to ask yourself and exercises to do at the end of every chapter to make things personal to you. While I didn't take the time to do them myself because I had to return the book to the library, with the proper amount of diligence I can see how these steps would be extremely beneficial. I didn't feel like things were dumbed down or made to look easy with little effort. Dorie makes clear that this is a drawn out process that only works with hard work and dedication.

I look forward to reviewing my notes as I move further into my business.

Micheline Bourque says

This book is strong enough to have an impact on someone's career if they act on the advice.... Our Club de lecture Affaires will do a review on September 24. Dorie Clark will join our panel discussion.

Meredith says

A very practical guidebook on making thoughts into a marketable reality. I have read a couple of Dorie Clark's books and enjoy her fresh, cheerful and approachable (but no-nonsense) style. She has made a rather exhaustive study of thought leaders and brought their ideas under one roof in this book. Unfortunately most of these "you can be a thought leader" type business books are focused on what I call meta-work: i.e., not actually producing anything, but teaching yourself how to charge other people for listening to your ideas. Not everyone will develop a web-based service that no one even knew they needed, then sell it to a company like Google or Adobe for kajillions. But I still enjoyed the positivity, and the principles would apply to any small business that needs to be bootstrapped up in a satisfying way.

A.L. Chittur says

This was the second book of Dorie Clark's I read; I enjoyed Reinventing You just before starting Stand Out. Chronologically I read them in reverse, and could tell some of the insights and ideas she presents in this work are integrated into her overall message in Reinventing You. That said ...

Stand Out is a great book for someone who is struggling on how to present their ideas to a wider audience. The book is intended for professionals looking to establish themselves in a field's thought leadership; the advice it offers would also allow you to better understand how any thought leader you favor structures their message and all of the media options at their disposal. For the reader, Clark breaks down how to find those key insights and ideas from your own background and experiences, then how to present those ideas to the world, and finally how to build and grow an audience that's investing in those ideas.

Great book for someone looking to enter the fray and invested in the kinds of civil discourse we need to move good ideas forward and disqualify the bad ones without losing the future value of their creators' imaginations.

Roy Wang says

The author provides a high-level step-by-step guide to becoming an influential, sought-after thought leader in the field of one's choice, while sharing dozens of success stories that will surely inspire many readers to start taking action. The author argues convincingly in this age of rapid changes and uncertainty, the ultimate career insurance is to develop your credentials and reputation as an expert in your field, hence the importance of finding and establishing one's unique voice, attracting a following, and, hopefully, building a strong community around the significant ideas you wholeheartedly champion. With the Internet, social media sites, and blogging platforms as freely accessible as they are nowadays, there is no reason not to at least give it a try. The book, however, consists mainly of broad guidelines and is rather light on detailed action steps, which are often the most tricky and messy parts that few authors talk about. On the other hand, I find the thought-provoking questions at the end of each section very helpful in figuring out ways to apply the author's advice to my own situation.

Stephanie Scotti says

If you are looking to become a recognized expert and influencer in your field, your goal is to make your ideas stand out. But how do you make that happen? Dorie Clark's book Stand Out: How to Find Your Breakthrough Idea and Build a Following Around It is one of the best resources I've come across on this topic. It reads like a how-to guide for developing and promoting thought leadership.

Are you a bagel or a croissant?

No, I'm not asking what you had for breakfast! This question summarizes the direction of Dorie Clark's book. A "bagel" refers to communicating within a tight circle that makes it difficult for outsiders to break in and contribute to the conversation. A "croissant," on the other hand, is an open circle that eliminates barriers and welcomes all participants, inviting strangers into the fold.

As the author points out, “Too many of us shrink back when it comes to finding and sharing our ideas with the world.” That’s why many gravitate toward the bagel method of communication: it may feel less risky since you already know everyone. But if you want to stand out, you need to branch out. Dorie’s book explores the guiding principles every aspiring thought leader should be following to develop breakthrough ideas and cultivate a community of followers.

Here are some of my favorites.

Question the unquestionable

Dorie says, “Big ideas aren’t hatched by a rare breed of intellectuals living in isolation. Instead they come from regular people who are willing to ask the right questions and stay open to new ways of looking at the world.”

Cultivating a questioning mindset (what others might call “thinking outside the box”) puts you in the right place for developing the big idea that will help you become a thought leader. Get in the habit of questioning assumptions that others take for granted as truth. Asking “what if?” and “why not?” can give you a unique perspective by opening your mind to possibilities that others would never consider.

Dorie’s advice? “Once you know the rules, break them!”

Leverage your unique gifts

Having a creative breakthrough with the power to “make a dent in the world” (as Steve Jobs would say), often comes from a fresh perspective. I firmly believe that there are enough ways in the world for everyone to have their own: your unique career and life experiences blend into a point of view that no one else shares. Use that to your advantage and connect with others!

Build a community

By now, I think most of us are aware that “if you build it, they will come” is a myth. In a culture where we are constantly barraged by information and ideas, being heard is challenging enough, let alone standing out. I’m sure many of you (myself included) can tell stories about people who are brilliant and hard-working, yet failed in an attempt to launch a new product or service. Talent and diligence alone simply aren’t enough to guarantee that an idea will take hold and spread. That takes a community.

How do you begin to build a community? If you want your ideas to grow and thrive outside of your sphere of influence, Dorie stresses the importance of being a “connector” who makes a point of bringing others together. Doing so helps to develop a following of people who believe in what you’re saying and will keep talking about it even when you’re not in the room.

Make it happen

After spending most of the book advocating the “push” that’s needed to share your viewpoint with the world, Clark suggests that we also need to pull back at times. It’s important to allow yourself “ponder time:” those moments of quiet contemplation that fuel your creative thinking and allow powerful ideas to bubble up to the surface.

When working toward a goal, we tend to behave like a train going full speed ahead. Our intense focus can

create tunnel vision that blinds us to opportunities around us. According to Dorie, that's why seemingly "lucky" people are lucky... they make it happen by opening themselves up to more opportunities.

This was a revelation for me and one of my favorite parts of the book. In fact, I took the lesson to heart and have stated to leave room in my schedule for the unexpected. I've already seen my luck and my opportunities increasing!

Perhaps the most meaningful takeaway for me has been the awareness I've developed from reading this book. Although most would describe me as a croissant, I am now consciously looking for what others are doing to stand out: how they share information, provide introductions and invite others into their world.

Javier Artime Muñiz says

Interesting read, less boring and superficial than I expected. Useful advice on the practicalities of becoming a thought leader (yes... I know...).

If you are thinking in promoting an idea and trying to build a movement around it so that you and your associates can change the world, and you plan to invest significant effort and time into it, this book can be very useful helping you understand how to sequence the work you need to do and what to focus on at each step along the way. If you want a cheap, fast and easy recipe for world domination better look somewhere else.

Delta says

I've read so many business books in the last few years that I feel like I've heard everything. Nothing in this book feels new and some of the suggestions are the equivalent to: throw everything into your idea and it will work out. Maybe I'm jaded or maybe I'm just not interested in reading another book that encourages someone to just "get out there" and do something with a handful of useful suggestions and dozens of case studies.

****I received a copy of this book in exchange for an honest review.****

Teri Temme says

Fantastic book with valuable ideas of how to become a thought leader. Loved her examples and questions at the end of the sections. Read this book!

Anita says

This book might be useful for people who graduated within the last five years or for someone who has been living under a rock for their entire professional career. For everyone else, let me spare you the effort and give you some advice (i.e., a summary of the book). If you want to know how to stand out in your field, look at those who do stand out and do what they do. Write a blog, speak at conferences, promote an idea, etc. This is not rocket science, people.

I will say that this is clearly written in an almost textbook style and very practical. However, the examples were boring. And the whole thing is just tedious.

I'm sorry I let Andrew Sobel sell me on this title. It's just another nonfiction business book that serves as a promotional tool for the author rather than as an indispensable reference. This short book took me an entire year to read. Actually, it was so forgettable, it hid for months under a pile and I was surprised when I found it to see that I had never finished it. I've finally forced myself to do so, with effort.

Mark Grether says

Cannot fairly review as did not even get through the first chapter -felt as if it was promoting other products through cliché's and sound bites. Did violate my rule never to read books having numerous reviews on back, inside covers, first dozen pages.

Zahedul says

The author breaks down the process of attaining thought leadership in any field. The book covers the steps for building a niche, as well as, creating a community around the idea. The last section provides concrete strategies for making a living out of the core idea. Main monetization tools include- consulting opportunities, speaking engagements and content e.g. books, blogs etc. Overall, a decent book, and helpful to those looking to build a personal brand.

Svetlana Kurilova says

I have been following updates from this author for awhile and it was definitely time to read Dorie Clark's books. I started with *Stand Out*. The book is packed with strategies for leveraging your professional identity and becoming a true thought leader. I am excited to incorporate many of these tips for my personal branding.

Stand out quotes I had to include here!

Too often, we don't bring our full selves to work - and that's a mistake.

The more stuff you create - a blog, websites, books - the more articulate you become about your passion and purpose.

Too often, we forget that our professional lives can, and should, be joyful

Being bored isn't a sign that something is serious and important; it's a sign that something is seriously wrong.

Grumpiestmonkey says

Good thoughts but a tad short on details

I liked this book but I felt like a lot of it was aspirational more than informational. Sure, we'd all like to have a good idea, work hard at it, and have it be a great success. But after reading that book I still don't know

where I would start. A nice, quick and easy read, though.
