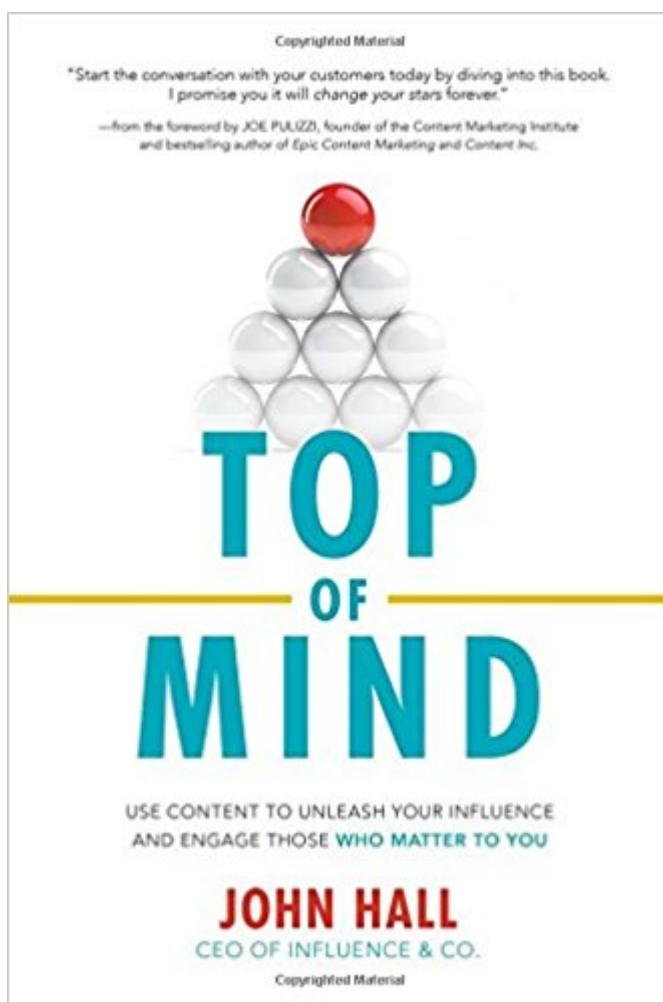


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# Top Of Mind: Use Content To Unleash Your Influence And Engage Those Who Matter To You (Business Books)



## Synopsis

A game-changing framework for staying top of mind with your audience—â from the No. 1 company dominating content marketing. What do many successful businesses and leaders have in common? They’re the first names that come to mind when people think about their particular industries. How do you achieve this level of trust that influences people to think of you in the right way at the right time? By developing habits and strategies that focus on engaging your audience, creating meaningful relationships, and delivering value consistently, day in and day out. It’s the winning approach John Hall used to build Influence & Co. into one of America’s Most Promising Companies, according to Forbes. In this step-by-step guide, he shows you how to use content to keep your brand front and center in the minds of decision makers who matter. He reveals: how consumer needs and expectations have changed and what this shift means for you; how to build a helpful, authentic, and consistent brand that serves others just as well as it serves you; proven methods for using digital content to enrich your target audience; lives in ways that build real, lasting trust. Whether you’re a marketing leader engaging an audience of potential customers, a business leader looking to humanize your company brand, or an industry up-and-comer seeking to build influence, maintaining a prominent spot in your audience’s minds will increase the likelihood that the moment they need to make a choice, you’ll be the first one they call. There’s no better way to drive opportunities that result in increased revenue and growth. Business is never just business. It’s always about relationships. It’s always about a human connection. When you’re viewed as a valuable, trustworthy partner, the opportunities are endless. Position yourself for success by establishing and developing content-driven relationships that keep you and your brand Top of Mind.

## Book Information

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## Customer Reviews

John got his finger on something here something important. Anyone interested in communicating effectively through content would do well to embrace the audience-centric approach outlined in *Top of Mind*. Eric Hellweg, managing director at Harvard Business Review, says "Top of Mind is a critical and powerful tool to catapult yourself into relevance in a noisy, competitive world. Get it now, and leverage your content like never before." Jeff Hoffman, cofounder of Priceline and ColorJar, says "With *Top of Mind*, John breaks down the last barriers between executives and content marketing. We accept that business is about relationships, and it's time we embrace the fact that the right content at the right time can make those relationships (and your company) stronger." Evan Greene, CMO of The Recording Academy (The GRAMMYs), says "John Hall says that success ultimately comes down to creating meaningful relationships in business and in life. I couldn't agree more. Buy this book to get his prescription for exactly how to do it." Ann Handley, chief content officer of MarketingProfs and author of *Everybody Writes*, says "This is the playbook for how to make yourself memorable online. *Top of Mind* is useful, practical, and vital. Highly recommended!" Jay Baer, president of Convince & Convert and author of *Hug Your Haters*, says "An absolute must-read for any professional or company seeking to build influence and lead their industry." Forbes says "Potential customers can't do business with you if they don't even know who you are. John Hall's essential new book shows you how to powerfully connect with your audience, even in today's crowded marketplace, so the right business opportunities come to you." Dorie Clark, author of *Reinventing You* and *Stand Out*, says "I am a longtime admirer of John's knack for connecting people in meaningful ways. The idea of shifting from self to the people who matter is something he practices personally and professionally, so all ideas in the book are authentic and tested. *Top of Mind* contains

John's simple, yet powerful, secret to success. Readers will be grateful he shared it! Gina McDuffie, CMO of VERÃ¢ "Here it is, a business guide to engineering serendipity! Top of Mind is a relationship guide for the digital age. Whether you're building a business or accelerating your career, John Hall's clever concept and smart insight will transform the way you communicate. Move over, Mr. Carnegie, John Hall teaches anyone how to win friends and influence people at massive scale." Andrew M. Davis, founder of Monumental Shift and author of Brandscaping "Top of Mind is a must-read for any business professional who wants to understand how to break through the noisy and competitive landscape of today's digital, social, and mobile world. As an innovative and successful entrepreneur, John Hall shows us how anyone in any type of business can use their existing knowledge and expertise to become top of mind, reach potential customers, and grow their business." Michael Brenner, CEO of Marketing Insider Group and author of The Content Formula

John Hall is the cofounder and CEO of Influence & Co., a firm that helps brands and individuals leverage their expertise to create, publish, and distribute content to gain influence, visibility, and credibility with their key audiences. He has grown his company's revenue by more than 100 percent year-over-year since its founding in 2011; it is now the largest provider of expert content to online publications. In 2016, he won the EY Entrepreneur of the Year Award.

This is a great read for anyone looking to learn more about content marketing or any kind of sales and marketing, for that matter! The author's stories are great and he backs all the recommendations up with solid research. A quick but compelling read with lots of good homework for marketers and entrepreneurs.

Top of Mind provides actionable tips and strategies like a business book - without the typical preachiness and narcissism of many others in this category. Well-researched, relatable, and practical, this is the best playbook for establishing a content-powered brand that is top of mind for your company's most important customers.

Even though content marketing isn't the first thing I think of when describing my job, there were so many aspects of the book that I found to be applicable to my industry (employee benefits). The author's point of "what can I do for you," and how to be more personal in business was spot on,

giving me a good challenge to implement in my professional and personal life. I think any entrepreneur or anyone in a marketing role will find this book even more helpful because of the action items outlined in the book for content writing and staying top of mind, as well as a dedicated resource section in the back of the book.

Buy this book, and read it. Don't just leave it on a shelf. John's clear voice will help you move in the right direction to be more successful in influencing the people that matter to you through your content creation efforts. I've known John for years and his counsel has served me well during that time. It's no surprise to me that his book mirrors the man - expert, useful, clear, invested, genuine. Be sure you dig in on this one as you will learn things that will not only open your eyes, but help illuminate the path forward.

This book is an absolute must read if you want to compete and make a difference in today's market place. Content marketing, and influence, are the new avenues to marketing success. You just can't buy ads on facebook or google any more. You need to tap into the power of content, and its role in creating authority and influence. This book is outstanding, and makes everything so simple to understand so you can take action. Definitely recommend this for any entrepreneur or business leader.

Top of Mind provides a terrific, practical approach to building influence and personal brand through relationships and content. I had the pleasure of meeting the author John Hall at conference a few years ago, and remember being very impressed with his approach to helping leaders establish and grow their thought leadership. Through relationship building and strategic development and placement of content, Top of Mind shows how you can become a known expert in your field, helping you achieve success for both your firm as well as yourself. Highly recommended.

In addition to smart, practical, hands-on knowledge that John Hall offers on content marketing, there are also creative, pragmatic relationship-building tips that are seamlessly woven into the book. John brings a lot of the lessons to life through stories about his life experiences and the people that have helped him through thick and thin. This not only makes the read far more interesting, but also fits with his overall philosophy on both content and business in general. After finishing the book, you come away with great insight into content marketing, an understanding of how to stay "Top of Mind, " and feeling somewhat optimistic if you hold to the conviction that nice guys can finish first.

I am fortunate to know John and can definitely say that he practices what he preaches. I believe a point that could potentially have been stressed a bit more is about genuinely caring for others. John genuinely cares for people and so the tactics and strategies he mentions in the book work very well for him. I think they will also work very well for others who genuinely care for people, but if the intent behind one's actions are solely for personal gain, these same concepts likely won't work nearly as well. Overall - great book!

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