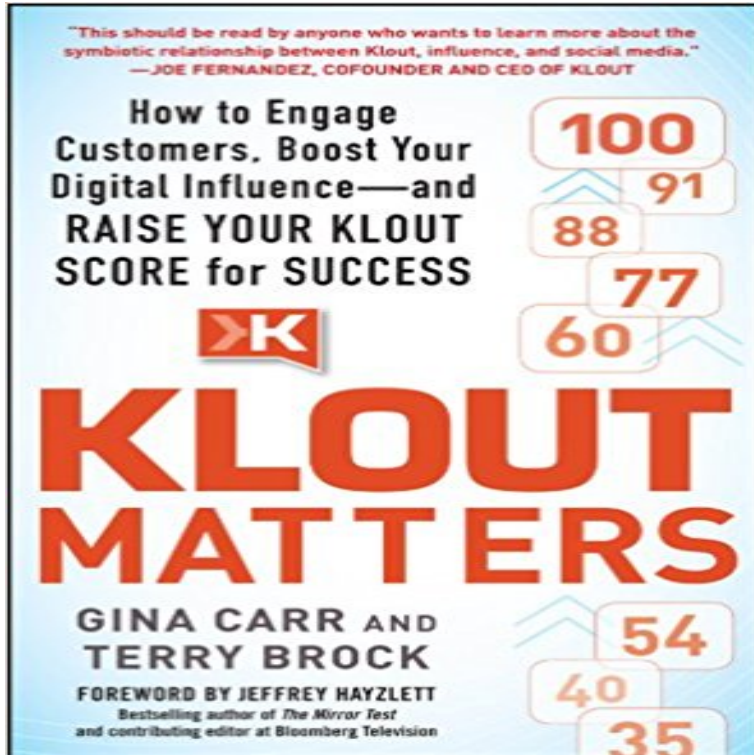


# Klout Matters: How to Engage Customers, Boost Your Digital Influence--and Raise Your Klout Score for Success



Build Credibility, Get More Business, and Increase Profits with DIGITAL INFLUENCE Strong influence translates to more business--and nothing measures influence like Klout, which has scored more than 100 million people and companies. A high Klout score has become one of the most important business assets today. It can mean the difference between business success and failure. It can affect your job prospects, how your customer service complaints are handled, and whether you're recognized as an expert in your industry. In *Klout Matters*, two of today's top social media gurus show you how to raise your Klout score and use it to your advantage. *Klout Matters* offers simple strategies you can begin using right away. It provides step-by-step guidance that will help you rise above the online noise to stand out, build trust, and grow your business. Terry Brock and Gina Carr show you how to engage with customers in this fast-paced, ever-changing field. Use their proven principles to make your Klout score rise to the top. -- Harvey Mackay, #1 New York Times bestselling author of *Swim with the Sharks without Being Eaten Alive* Everyone wants more impact, influence, and recognition. Buy this book and implement the ideas and strategies, so that you go from Klout to significance. -- Jeffrey Gitomer, New York Times bestselling author of *The Little Red Book of Selling* and *21.5 Unbreakable Laws of Selling*

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