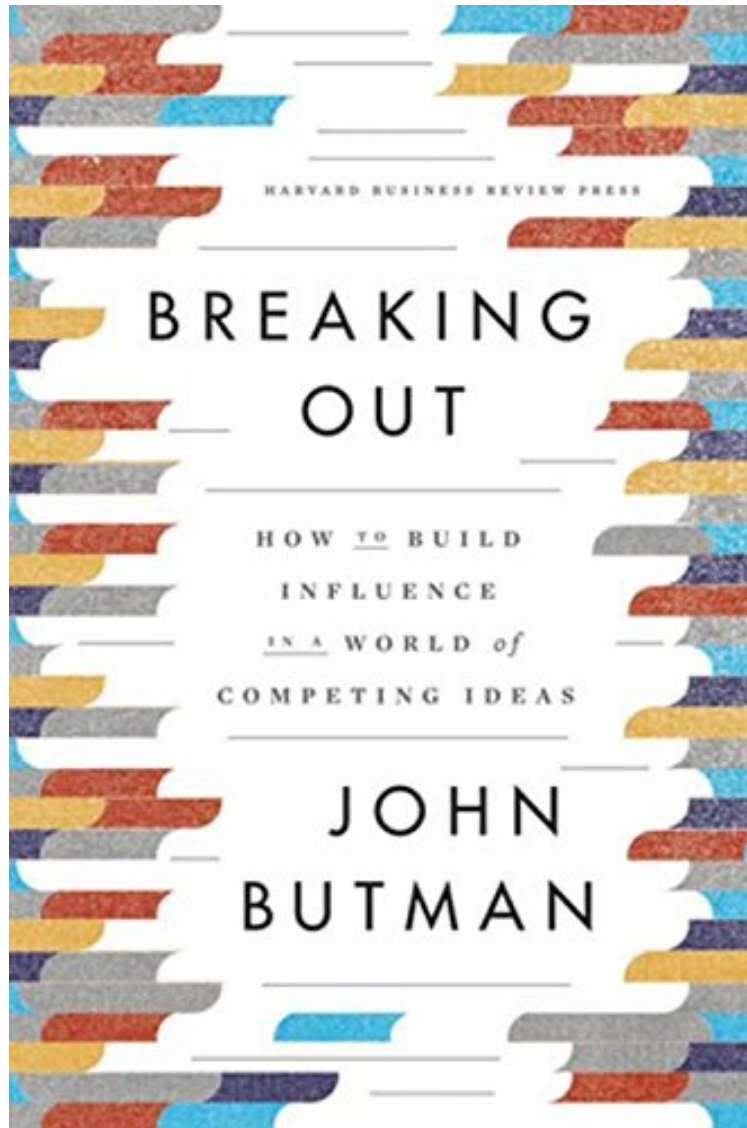


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# Breaking Out: How to Build Influence in a World of Competing Ideas

*John Butman*

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**John Butman : Breaking Out: How to Build Influence in a World of Competing Ideas** before purchasing it in order to gage whether or not it would be worth my time, and all praised Breaking Out: How to Build Influence in a World of Competing Ideas:

2 of 2 people found the following review helpful. A How-to on how to create a How-toBy Johan SulaimanButman's book is essentially another how-to book. The difference is, and it IS a huge difference, Butman strives to teach others to deliver the optimal how-to's. As much as this sounds like a critique, it actually is a sincere compliment. So many of

us actually do have a message, bottled deep inside us. A message that, if somehow can be crystallized, properly defined, passionately lived out, and then unleashed (or broken out), can really make a difference, or dare I reiterate, Change The World. In this sense, Breaking Out is timely. No more the bottleneck of the production and processing of ideas into meaningful human-race-benefiting product lies in limitations in ideas dissemination, cross-pollination, or delivery. The contemporary bottleneck now is the effectiveness of the ideator (what Butman calls the idea entrepreneur). In attempting to relieve this bottleneck, Breaking Out has done its share of changing the world. Brief recap of the content:- start by discovering the one life-defining idea that truly fascinates you, clear definition after struggling and soul-searching is key here- continue accumulating articles, ideas, frameworks, lists around this fascination. This process can, and typically does, take years, most commonly decades- live the idea, even if it means acting the act of Leaving (career, comfortable life pattern. geography, social structure, etc.), in the process weaving a strong personal narrative interwoven into your idea/fascination, giving it legitimacy and weight- attempt to give life to it, i.e. make it respirate (I think animate is the more descriptive term here), through various means involving an audience (direct, indirect, hidden, secret). This among other things is achieved through two penultimate activities: writing (both short and long), and speaking- a practical discussion on how to enact all the above.

7 of 7 people found the following review helpful. A Must-Read for Aspiring Idea Entrepreneurs By Lita Breaking Out is absolutely, without question, a must-read for those who hope to leave a deep and lasting impact on this world. The biggest challenge any idea entrepreneur faces is figuring out how to be heard above the din. Breaking Out offers a simple, clean, compelling framework for understanding how that very mysterious, seemingly impossible process unfolds. The framework is clear, the narrative is fun, and I've found myself carrying this book around with me everywhere.

0 of 0 people found the following review helpful. Skip the school of hard knocks and learn from a master. By David W. Gray As a published author I wasn't sure if I would get new insights from this book. But I'm very glad I read it, because I learned much more from it than I ever would have expected. John has a very personal writing style and you feel almost as if he is talking directly to you, like a personal coach. I have just enough experience with the publishing and promotion process to recognize real genius and insight when I see it. So if you want to skip the school of hard knocks and get down to the real practical business of not just writing a book but creating a true platform for spreading your ideas far and wide, this is the first book I would recommend.

How do you gain influence for an idea? In Breaking Out, idea developer and adviser John Butman shows how the methods of today's most popular idea entrepreneurs—including dog psychologist Cesar Millan, French lifestyle guru Mireille Guiliano (French Women Don't Get Fat), TOMS founder Blake Mycoskie, and many others—can help you take an idea public and build influence for it. It isn't easy. Butman argues that the rise of the ideaplex (TED, Twitter, NPR, YouTube, online learning, and all the rest) has caused such an explosion in the creation and sharing of ideas that it has become much easier to go public—yet much harder to gain influence. But it can be done. Based on his own experience in advising content experts worldwide, Butman shows how the idea entrepreneur breaks out—by combining personal narrative with rich content, creating many forms of expression (from books to live events), developing real-world practices, and creating “respiration” around the idea such that other people can breathe it in and make it their own. The resulting idea platform can reach many different audience groups and continue to build influence for many years and even decades. If you have an idea and want to make a difference in your organization, build a change movement in your community, or improve the world in some way—this book will get you started on the journey to idea entrepreneurship.

To take the next steps in turning your now crystallized idea into a life path, Read Butman's Breaking Out; Kare Anderson, Forbes.com an interesting tome on leadership as the storytelling demonstrates how breaking out has occurred in the past. Product Development and Management Association In a world overflowing with new ideas, why do some catch on and blossom, and others not? Drawing on interviews with idea entrepreneurs (including Al Gore), Butman explains the relationship between the person who comes up with an idea and those that spread it, highlighting what it takes to make an idea popular. Business Digest Breaking Out is populated by a surprising crowd of creatives from Ralph Waldo Emerson to Eckhart Tolle, Ben Franklin to Blake Mycoskie (TOMS shoes), Mohandas Gandhi to Barack Obama that reflects Butman's belief that idea entrepreneurs seek to influence the thinking of others, not repress it or dismiss it. They want change, not power. There is no doubt that you will learn from Butman, and these inimitable idea entrepreneurs, no matter what your message and medium.

800 CEO READ ADVANCE PRAISE for Breaking Out