



**Nobodies Are the
New Somebodies**

Guy Kawasaki

ICE 1.0
Site



ICE 2.0
Blog

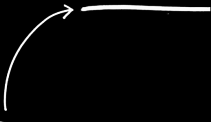






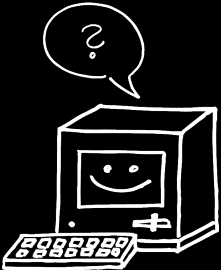


3. Get
Lots of followers



4. Monitor

5. Copy



6. Search



7. Get the

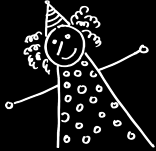


tools

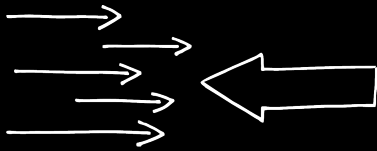
8. Squeeze
the
trigger



9. Make it easy
to share



10. Take
the heat: UFM





PDF: Gina@garage.com

Slides: Duarte Design
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