

# Download Engagement From Scratch Danny Iny

I have been reading Danny Iny's blog posts since 2010. Therefore, I was able to watch as he built his audience and his audience-based business. In *Engagement From Scratch* Danny sets out what he did and how he did it – from scratch. He offers advice on how to achieve similar success. He also reveals what he did wrong and what failed. *Engagement from Scratch!: How Super-Community Builders Create a Loyal Audience and How You Can Do the Same!* [Danny Iny, C.C. Chapman, Mitch Joel, Natalie Sisson, Corbett Barr, Danny Brown, Brian Clark, Gini Dietrich, Dino Dogan, Evan Carmichael, Guy Kawasaki, Randy Komisar, Kristi Hines, Jeff Bullas, Sean Platt, Mark W. Schaefer, Marcus ...] Danny is the man behind Firepole Marketing and the author of *Engagement from Scratch*. We chat about all of this and much more on episode 368 of *The Art of Charm*. We chat about all of this and much more on episode 368 of *The Art of Charm*. Danny Iny recently published his book 'Engagement From Scratch!', a collection of essays from some of the world's most prominent online experts that answered the question: If you had to start from scratch, how would you build an engaged online audience?