

Bookmark File
PDF You
Branding
You
Personal
Branding
Branding Book
Personal
Its All About
Branding
You
Book Its
All About
You

Getting the
books **you**
branding

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**15 BEST Books on
BRANDING**

~~#TimTalks about~~

Page 5/123

Bookmark File

PDF You

~~the Personal~~

~~Branding book~~

~~\ "Known\ " by~~

~~@markwschaefer~~

~~How To Build a~~

~~SUCCESSFUL~~

~~Personal BRAND |~~

~~Gary Vaynerchuk~~

~~(Evan Carmichael~~

~~Remix) 10 books~~

~~to read when~~

~~learning brand~~

~~strategy **You're**~~

~~**A Book, You're A**~~

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**Brand –
Storytelling and
Personal
Branding by
Emily Cleary**

How to Build
Your Personal
Brand

Personal
Branding Free E-
book [7 Points
of Personal
Branding] 6 Steps
to Build a

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STRONG Personal
Brand in 2020
(On AND OFF
Social Media) ?

INFLUENCER BOOK
REVIEW ?

*Building Your
Personal Brand
in the Age of
Social Media*

Personal

**Branding Tips -
Don't Get**

Overwhelmed, How

Bookmark File PDF You

To Get Started
with Personal
Branding The Top
3 Books to Help
with Personal
Branding,
Marketing,
Success and
Entrepreneurial
Mindset Personal
Branding: What
is a Personal
Brand? Top 3
books to build

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personal brand

Turn A Simple

PLR Book Into A

Personal

Branding Video

Series How

~~Successful~~

~~People Used~~

~~Books for their~~

~~Personal~~

~~Branding~~

Personal

Branding For

Entrepreneurs |

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Tanner Chidester

~~WHAT IS PERSONAL~~

~~BRANDING AND WHY~~

~~IS IT IMPORTANT?~~

~~— [?] Personal~~

~~Branding 101~~

~~Crash Course!~~

Personal

Branding From A

to B - Book OUR

~~NEXT HOME RUN~~

~~STOCK [?] [?] [?] [?] [?] | Stock~~

~~Lingo: Portfolio~~

~~Rebalance~~

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PDF You

Personal

Branding for

Authors: What It

Is And Why It's

Essential

[Author Branding

Series] You

Branding

Personal

Branding Book

YOU BRANDING:

Personal

Branding Book-

It's All About

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PDF You

You by Mark Cijo covers a lot of ground within the concept of personal branding. Mark Cijo appears to be eminently successful in building his own brand, having found success in the age of the online

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PDF You

experience.

Personal

YOU BRANDING:

Personal

Branding Book -

It's all about

YOU ...

Personal

branding book

seven: Digital

You! In the

book, Digital

You, the author

William Arruda

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PDF You

describes accurately what personal branding is in the 21st Century. We often associate personal branding with being famous or having millions of followers on social media. It goes far beyond

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that.

Personal

7 Best Personal
Branding Books

You All About To Read
In 2021!

Digital YOU:

Real Personal

Branding in the

Virtual Age This

book by William

Arruda, who many

consider the

father of

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personal

branding, was

recently

released. It's

the most up-to-

date, ...

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Branding Books

to Elevate Your

Brand in 2020

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the many
benefits that
social media has
to offer.

Mirror Books:

Personal

Branding: How to

Brand Yourself

...

In this
bestselling

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Introduction to
Personal
Branding you
will get a short
crash course
(the book should
take less than
an hour to read
or listen to) as
to what personal
branding is, how
to take your
first steps
toward

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perfecting your personal brand, and you will learn some actionable tactics you can employ immediately in order to start becoming more memorable within your career niche and grow your network.

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Branding

Introduction to

Personal

Branding: 10

Steps Toward a

New . . .

The Road to

Recognition: The

A-To-Z Guide to

Personal

Branding for

Accelerating

Your

Professional

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PDF You

Success in the
Age of Digital
Media
(Hardcover)

Its All About

Personal

Branding Books -

Goodreads

This book is a
classic in the
branding and
marketing
academic
literature and

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PDF You

an excellent in-depth approach to the different branding

concepts. It is written in an academic style but offers excellent basic principles you can apply to improve your brand. We recommend this

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book to everyone
involved in
marketing and
branding.

Its All About

Top 10 Branding
Books In 2020 |

The Branding
Journal

This book on
personal
branding is a
great resource
if you want to

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PDF You

prepare yourself

for the job hunt

and give

yourself every

advantage. The

authors are well-

respected

experts in their

field and this

is an easy read.

3. Be Your Own

Brand: A

Breakthrough

Formula for

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Standing Out
from the Crowd.
by David McNally
& Karl D Speak

Its All About

Our Top 7 Best
Personal

Branding Books |
BrandYourself

YOU BRANDING:
Personal

Branding Book -
It's all about
YOU - Kindle

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Mark, Atack,
Mike. Download
it once and read
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YOU.

Its All About

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Personal

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It's ...

If you've been
wondering how
you can make it
in today's world

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of technology
and Internet,
this is the book
for you.

Personal
branding is more
important now
than it's ever
been before.

With Google
authorship,
Facebook,
Twitter,
LinkedIn, and

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MySpace,
potential
employers and
clients will
have plenty of
opportunities to
find out about
you.

YOU BRANDING:

Personal

Branding Book -

It's all about

YOU . . .

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KNOWN: The handbook for building and unleashing your personal brand in the digital age by Mark W. Schaefer.

Another South African, Mark is global icon known as an author, speaker, educator, and

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business

consultant. In the book KNOWN, Mark delves into how you can use the digital space to build your personal brand.

Top 5 Books For

Ingenious

Personal

Branding |

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BrighterMonday

Mark Cijo's info-packed book is a great

introduction to

the task of

“personal

branding.” From

the George

Bernard Shaw

quote that sets

the tone (“Life

isn't about

finding

Bookmark File PDF You

yourself. Lif is about creating yourself.”) to solid tips for running a successful blog, Cijo’s advice is smart, succinct, and useful.

Amazon.com:

Customer

reviews: YOU

BRANDING:

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Personal...

Personal branding is the ongoing process of marketing your attributes, personality and skills. It represents who you are as an individual, and helps you to build a positive reputation for

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yourself – both personally and professionally.

Personal

branding: What you need to know

| reed.co.uk

Personal

branding is a process which involves both textual and visual

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content. Have a brand logo which imbibes the ethos and values you stand for.

Create something which stands out and communicates your message visually in the best possible manner. Treat the logo as more than a piece of

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designing and more
as your brand
identity.

Branding Book

Personal About

Branding: The

Ultimate Guide

(2020) | The ...

Why Do You Need

a Personal

Brand? Things

You Need to Know

How This E-Book

is Organized A

Page 39/123

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Quick Overview
of Branding The
Personal
Self-Branding
Process Taking
It's All About
Stock of Your
Current Brand
Labeling Theory
Your Skill Set
Your Evolution
The Company You
Keep Balancing
Your Personal
Life and
Professional

Bookmark File

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Life The Events

You Attend Your

Worldview Your

Attitude

Developing Your

Personal Brand

Coming Up With

Brand 'You'

Ethics in

Branding

This book is

free! For you! -

Exile Lifestyle

Page 41/123

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Well, that leads us naturally to the first book that you'd like to discuss in the context of personal branding:

Understanding Media: The Extensions of Man, by Marshall McLuhan. This was first

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published in
1964, decades
before the
advent of social
media.

You

The Best Books
on Personal
Branding | Five
Books ...

Branding is a
tool to help
your succeed!
Personal

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branding: YOU

are your brand

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event
preferences and
provide you with
a customised
experience.

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branding: YOU

are your brand

Tickets, Thu 17

Sep ...

Your personal
brand as a new

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Entrepreneur can
make both you
and your company
stand out from
the others even
during a crisis.
Building an
authentic,
powerful and
impactful
personal brand
is totally ...

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The fun way to
create and
maintain
personal

branding

Distinguishing
yourself from
the competition
is important in
any facet of
business.

Creating a clear
and concise
image,

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reputation, and status in the professional world provides an edge, whether searching for a first job, exploring a change in career, or looking to be more viable and successful in your current

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career. Personal Branding For Dummies is a guide through the steps of creating and maintaining a personal trademark by equating self-impression with other people's perception.

Personal

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Branding For
Dummies covers
everything you
need to create
your personal
branding,
including: using
different
organizations
and associations
to increase
visibility and
exposure to both
clients and

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competitors;
making the most
of networking;
tapping into
Social Media
outlets like
Facebook,
Twitter, and
LinkedIn to
showcase a
personal brand;
building a
persona through
websites and

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blogging;
evaluating
personal style
and appearance;
using
conversation,
negotiation, and
sales techniques
best suited to a
personal brand;
monitoring your
brand reputation
and successfully
implementing

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feedback as it grows and develops, and more. Tips on utilizing Social Media to showcase your personal brand. How personal branding can help advance your career. Guidance on creating a clear

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and concise
image With the
hands-on,
friendly help of
Personal
Branding Book
to All About
You
Branding For
Dummies, you'll
establish a
professional
presence and
personal "brand"
identity to keep
yourself
distinguished in

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the business
world.>

Branding Book

In this
bestselling

Introduction to
Personal

Branding you
will get a short
crash course

(the book should
take less than
an hour to read
or listen to) on

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what personal branding is, how to take your first steps toward perfecting your personal brand, and you will learn some actionable tactics you can employ immediately in order to start

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becoming more
memorable within
your career
niche and grow
your
network. These
actionable steps
include advice
on how to take
the perfect
profile photo,
how to think
about your
professional

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purpose, how to
optimize your
LinkedIn
profile, how to
optimize your
social media
presence for
search engines
like Google and
Bing, how to
craft a personal
branding
statement, how
to analyze your

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competitors
across social
media so you can
make your brand
differentiate
from theirs and
how to be social
by
design. Personal
Branding is the
practice of
defining your
professional
purpose and

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being able to articulate your experience and value to your target audience through digital media and social channels like blogs, Twitter, Facebook and LinkedIn. It is also a crucial discipline to help you get the

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most out of in-person events such as conferences and networking opportunities where the key to a successful outcome often lies in your personal brand standing out. Given the explosion in use

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of digital and social media over the past few years, the internet has presented professionals with a magnificent opportunity to help their expertise become more discoverable,

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sharable and

memorable

through their

personal

brands. Personal

Branding

Benefits Your

Business by:*

Establishing

Credibility &

Thought

Leadership*

Growing Your

Network* Helping

Bookmark File

PDF You

you Market

Yourself*

Attracting New

Opportunities*

Increasing

Sales* Helping

You Reach Your

Business

GoalsWho is this

book for?* CEOs,

Executives, and

Business Owners

who want to

position

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themselves as
industry thought
leaders and
stand out from
the
competition.*

Any professional
or Academic who
wants to get
ahead in their
careers and
wants to
understand how
to have their

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expertise and
experience be
more
discoverable.*

HR & Training

Managers who
want to

understand

personal

branding to help

train employees

on social media

branding and

social selling.*

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PR Agencies &
Exec Comms
Managers who
need inspiration
and training on
personal
branding
strategies for
their clients,
CEOs, or
themselves. About
Mel Carson
Mel Carson is
Founder of

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Delightful
Communications
and former
Digital
Marketing
Evangelist at
Microsoft. He
speaks and
writes about
personal
branding at
conferences and
for publications
all over the

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world. He
previously co-
wrote *Pioneers
of Digital:*

*Success Stories
from Leaders in
Advertising,
Marketing,
Search and
Social* and has
had his wisdom
featured in
*Forbes, Fast
Company, GQ,*

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QZ.com, USA

Today and he regularly writes as a business

columnist for Entrepreneur.com. For

more on Mel Carson visit: <http://www.MelCarson.com>

<http://www.DelightfulCommunications.com>

Reviews: "Mel

Carson is a

Bookmark File

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gifted

storyteller." -

Forbes "I wish

that I had Mel

Carson's guide

when I had to re-

invent myself

several years

ago." Jason

Miller - Global

Content

Marketing Leader

at LinkedIn "Mel

distils and

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concentrates his branding advice to create a lean, efficient book that doesn't waste time getting to the good stuff. This is one of my new favorite instruction manuals for personal branding is a

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lightning-fast
read full of
practical advice
to get you up
and running."

Megan Golden -
The LinkedIn
Blog" This book
is an absolute
must-read and
not just for
those starting
to build their
own brand. The

Bookmark File

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book is also suitable for those that already have a brand because there are some elements you might not have thought about."

Bas Van Den Beld

- State of

Digital"Mel

Carson is a

gifted digital

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storyteller who lives & breathes our belief that all marketing and PR should be social by design" Carolyn Everson, VP of Global Marketing Solutions at Facebook

Personal
Branding for

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Entrepreneurs provides quick-fire, practical advice and real-life examples and success stories to help entrepreneurs build and market their own personal brands. In today's fast-paced, interconnected

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world, you need to have a personal brand, apart from that of your company. If you haven't already got one, you need to start cultivating it into something of your choosing before it becomes defined

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by those around you. Learn what your personal brand is, why it's critical to your success as an entrepreneur and what you need to do to grow, maintain and nurture it. Donna Rachelson, a specialist in branding and

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marketing, and
the author of
three books,
distills and
shares her
insights from
years of
experience in
helping
entrepreneurs
grow and scale
their businesses
through the
building of

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their authentic personal brands. Jam-packed with easily digestible nuggets of information and easy-to-apply actions, and with contributions from seven other entrepreneurs from different

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industries and
at different
stages of their
personal
branding
journeys,
Personal
Branding for
Entrepreneurs is
a must-have in
any
entrepreneur's
personal
development

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toolkit.

Personal

A successful
personal brand

is based on

authenticity. In

Digital You:

Real Personal

Branding in the

Virtual Age,

branding pioneer

William Arruda

guides you to

discover the

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questions that will help you uncover your brand and the methods to master delivering your unique brand value, both in person and virtually.

Branding isn't about being famous, Arruda

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says; it's about
being
selectively
famous.

Its All About

Are you an
employee stuck
in a career rut?
Are you a
student looking
to get the right
start? Or do you
just want to
create a better

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you? In *The 10Ks of Personal Branding*, author Kaplan Mobray offers ten must-know insights to building your personal brand.

In this inspiring guide, learn how to focus your life's goals with your life's

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actions to

create a
powerful package
called "you."

Filled with easy-
to-follow

instructions and
valuable tips on
developing your
personal brand,
this guide

explains the 10Ks
of personal

branding: Know

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thyourself Know
what you want to
be known for
Know how to be
consistent Know
how to accept
failure as part
of building your
personal brand
Know how to
communicate your
personal brand
attributes Know
how to create

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your own

opportunities

Know and master

the art of

connection Know

that silence is

not an option

Know your

expectations,

not your

limitations Know

why you are

doing what you

are doing today

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and how it will shape where you are headed tomorrow. These principles can change your life, give you focus, propel your career, and take you to a much greater place.

A game-changing

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framework for
self-discovery,
personal
branding, Book
Marketing and
online authority
building by
notable personal
brander and
online business
builder Rachel
Gogos. Whether
you're an
entrepreneur

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starting a
business, an
author, coach,
small or medium-
sized business
owner looking to
build your
brand, or a
marketer or
innovator with a
DIY spirit,
"Build Your
Personal Brand"
will walk you

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through
unearthing your
essential self,
connecting it to
work you're
proud of, and
letting the
world know who
you are and what
you have to
offer. In this
new guide,
Rachel Gogos,
Founder, and CEO

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of brandiD—a soulful personal branding and web development agency—unveils her SOULiD framework to help new and existing business owners take their brands from unknown to known. Walking

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through this
personal
branding
framework will
expand your self-
awareness, help
boost your
confidence, and
increase your
clarity in
communicating
what you do,
whom you do it
for, and why

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your ideal
customers need
to work with or
buy from you.
Whether you sell
your own
intellectual
property, a
product, or a
service, this
book will show
you how to shift
how you present
yourself online,

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and amplify it in a way that creates a thoughtful, honest connection with the people you should reach. In this easy-to-use guide, Gogos shares insight, research, exercises, and helpful examples

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that teach you:

- The steps to identifying your voice
- How to

project your

personal brand

in a way that

feels aligned

with your

personality- How

to differentiate

yourself from

competitors in

one-of-a-kind

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ways – Who your ideal customer is, and how to write their

story– How to identify your product and the market it can serve best– Why setting and writing your goals actually helps you reach them– How your

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branding

touchpoints can

grow your

business- The

step-by-step

approach to

creating your

marketing

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worked with and

taught hundreds

of

entrepreneurs,

innovators and

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experts from all over the world through one-on-one services, workshops, and speaking engagements. If you want to build a business and serve others in a way that sets you apart from the crowd, this workbook

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will guide you
down your chosen
path. Visit [www.
thebrandID.com](http://www.thebrandID.com)
to learn more.

You

How do people
like Oprah
Winfrey and the
Dalai Lama
create massive
audiences and
globally
recognizable

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brands? The key is authenticity - presenting a genuine version of yourself in person, on the stage, and across your entire online presence. But while that's easy to say, it's much harder to actually do.

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Written by

Maggie Eyre, an
internationally
recognized

expert in

personal

presence and

leadership

motivation,

Being You will

teach you

everything you

need to know

about personal

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branding.

Whether you are the leader of an organization or team, engaged in creative work, searching for a new career, giving an important speech or presentation, wanting to network more effectively, or

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lobbying for a public position, this book provides you with a complete toolkit to developing a confident personal brand - both face-to-face and online. Illustrated with stories and case studies from

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some of the
world's biggest
personal brands,
Being You is
practical,
authoritative
and
inspirational.
It's your
definitive guide
to personal
branding in the
21st century.

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The Branding
indispensable
Personal
guide to
Branding Book
developing a
to All About
personal brand,
You
building an
audience, and
nurturing
followers, by
digital
marketing
thought-leader
Cynthia Johnson.

In the modern

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world, influence
is everything
and personal
branding equals
influence.

Platform is the
why-to, how-to
handbook by top
expert Cynthia
Johnson for
everyone who
wants to develop
and manage a
personal brand.

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In Platform,
Johnson explains
the process of
going from
unknown to
influencer by
achieving
personal proof,
social proof,
recognition, and
association.
Johnson herself
went from an on-
staff social

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media manager to
social media
influencer,
entrepreneur,
and marketing
thought-leader
in just three
years using her
process of
accelerated
brand
development,
continuous brand
management, and

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strategic growth. Fans of #GirlBoss and #AskGaryVee, who wonder how their favorite influencers found their voices and built their audiences, will find the answers here and discover that the process is

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technical,
creative,
tactical, and
much easier than
they might have
expected.

Warning: This
book could
change your life
and set you on a
new path with
your business.
If you want to

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know how to

spread an
idea--and you
are the

idea--read this

book. Every

author,

creative, and

major marketing

brand needs to

make this their

strategic

branding

playbook." --

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Jeff Goins,
bestselling
author of *Real
Artists Don't
Starve* Unlock
the secrets of
getting press
and discovering
your dream
clients! It's
been said that
advertising is
the tax you pay
for no press.

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Learn the simple
step-by-step
plan for free
and low cost
branding and
marketing
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