



Create. Connect. Convert.: 25 Lessons on How to Own Your Value and Build a Powerful Professional Presence Using Social Media Tools Such as LinkedIn, Twitter, and Facebook (Without Bragging). (Paperback)

By Leslie L Hughes

Pps Publishing, United States, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. You are a brand and you are a media agency. But when it comes to highlighting all your accomplishments, you don't feel comfortable having the spotlight shone upon yourself, right? You don't want to appear as if you are bragging or boasting. You're not alone. Through personal anecdotes, along with 25 lessons, exercises, and plug play worksheets, you will learn how to stand in your value and develop your professional brand strategy. Thanks to tools such as LinkedIn, Twitter, YouTube, blogging, and more, you can communicate and collaborate with your target audience to build thought leadership and convert clients. In this book, you'll learn: - How to get out of your own way and re-frame your accomplishments to focus on how proud and passionate you are about your industry. - The step-by-step process to create a compelling brand story that resonates with and fascinates your target audience. - The proper etiquette to make quality connections, reply to connection requests from strangers and avoid making big mistakes. - Ways you can use social media to build thought leadership and...



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