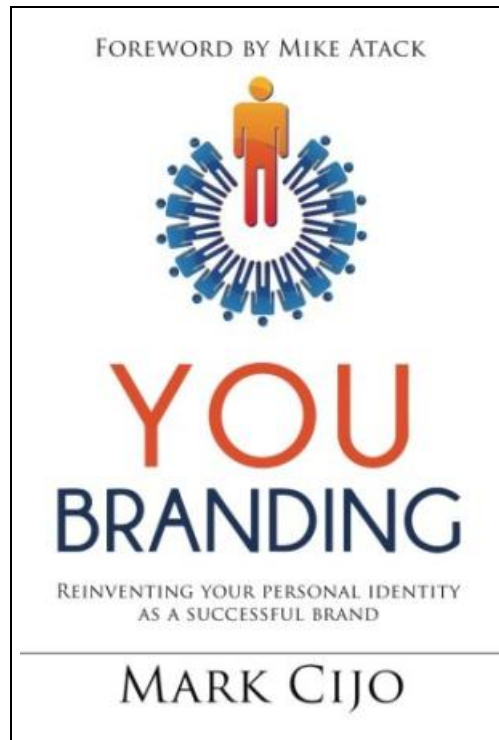


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YOU BRANDING REINVENTING YOUR PERSONAL IDENTITY AS A SUCCESSFUL BRAND



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CreateSpace Independent Publishing Platform. Paperback. Condition: New. This item is printed on demand. 238 pages. Dimensions: 8.9in. x 6.0in. x 0.6in. Discover the Secrets of Personal Branding. Hi, my name is Mark and I am going to reveal to you my proven, step-by-step method of Personal Branding. In this book, I am going to outline many of the methods and secrets that I've used to create a successful personal brand. Have you ever used Google to look yourself up? Go ahead and take a moment to enter your name into the search engine. I'll wait. Are you back? Great! What pops up first? Do you even show up at all? What does the world have to say about you? What do your social networks have to say to anyone else who might Google you? For a lot of us, the result is an uncontrolled mess of descriptors and identifiers that lacks the necessary cohesion to arrest an audience. Others of us find that we are invisible. This is just one example I use to convey to you the necessity of personal branding. It might seem daunting. It may seem downright terrifying. But I know that if you are willing to trust yourself to me, I can lead you on your journey to reinventing your personal identity and transforming it into a strong and memorable personal brand. I won't lie, building and maintaining an exemplary personal brand isn't easy. If it was, brands such as Coca-Cola and Disney wouldn't be such an anomaly. Nor would people like Oprah and David Beckham. But I promise to make it simple. Don't believe it can be simple. Maybe you will be convinced by the countless personal testimonies successful people have been kind enough to contribute to this book. Here is a preview of what...



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