

Télécharger Livres Gratuit Personal Branding (PDF | ePub | Mobi) Ray Welch download-free



The right way to Personal Branding

About 75% of the 30 million small businesses in the U.S. are owned and managed by a single individual. The typical business reflects the solo owner's values, tastes and personality.

Most importantly, the business and its owner are inseparable in the eyes of customers and prospects. You can turn personal involvement into marketplace advantage by creating a strong, distinct Personal Brand identity

Personal branding has become an important aspect to building your business online and offline. Social media websites such as Facebook, Twitter, and LinkedIn offer ways for people to connect based on their interests and stay updated on the latest news and trends. These websites were initially designed for personal use, though businesses are now using social media to promote their brand as well.

Getting up close and personal with your business friends via social media and building a personal brand to represent your company allows you to fortify relationships on a deeper level

In this book, the author reveals secret of branding yourself in a way that will be positively remembered for generations, and perhaps earning you millions in the process.

These are tested, trusted and proven strategies that have been implemented by thousands of entrepreneurs worldwide with track records of outstanding success:

- Gaining influence and impact through personal branding
- Creating an irresistible personal brand
- Establishing your brand value using social media
- Leveraging your personal brand for greater success
- Accessing your natural brand advantage and lots more

A compelling brand is not an accident but the end product of a well-thought-out plan. Branding yourself in the right way involves highlighting your passions and interests, unique selling points such as rare skills and highly-sought-after educational attainments and soft skills such creativity, empathy, trustworthiness and the ability to get along with others.

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