

Making Everything Easier!

Personal Branding

FOR
DUMMIES

Learn to:

- Build your personal brand to authentically stand out from the crowd
- Transform your image to communicate a clear and concise message
- Tap into the power of social media to showcase your brand
- Craft a winning strategy to launch your personal brand

Susan Chritton, M.Ed.

Master Personal Brand and Career Strategist
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Personal Branding For Dummies 2nd Edition

Susan Chritton



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Personal Branding For Dummies Susan Chritton,2014-07-14 The simple guide to managing your personal brand a vital element of success in the professional world Personal Branding For Dummies 2nd Edition is your guide to creating and maintaining a personal trademark by equating self impression with other people s perceptions This updated edition includes new information on expanding your brand through social media online job boards and communities using the tried and true methods that are the foundation of personal branding Marketing your skills and personality and showing the rest of the world who you are gives you a competitive edge Whether you re looking for your first job considering changing careers or just want to be more viable and successful in your current career this guide provides the step by step information you need to develop your personal brand Distinguishing yourself from the competition is important in any facet of business and the rise of personal branding has evolved specifically to help candidates stand out from the global talent pool Establishing a professional presence with a clear and concise image reputation and status is a must whether you re a new grad or an accomplished executive Personal marketing has never been more important and your personal brand should communicate the best you have to offer Personal Branding For Dummies 2nd Edition leads you step by step through the self branding process Includes information on how to know the real you Explains how to develop a target market positioning statement Helps you make plans for your personal brand communications Instructs you with ways to make your mark on your brand environment The book also discusses continued brand building demonstrating your brand and the 10 things that can sink your brand A personal brand is more than just a business card and a resume It should be exquisitely crafted to capture exactly the image you wish to project Personal Branding For Dummies 2nd Edition provides the information tips tricks and techniques you need to do it right

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campaigns quickly and cheaply This new edition of Marketing For Dummies offers all the proven advice as the first edition but with new information and state of the art Internet marketing techniques Whether your business is large or small staffed by a few people a few hundred or thousands Marketing Kit For Dummies 2nd Edition offers everything you need to know and all the tools you need to implement for marketing campaigns that drive business results Straight to the point and full of common wisdom on what works and what doesn't this book covers all the bases Tap into the power of the Internet Create buzz with publicity Research plan and budget effectively Set up winning sales promotions Generate sales with action ads Launch winning Web campaigns Expert author Alexander Hiam marketing specialist business professor and operator of an independent consulting firm gives you the handy specialized tools that make marketing a breeze The accompanying CD ROM is packed with practical tools from marketing plans to advertising objective worksheet to proven and effective Web page templates and even free stock photography With this marketing toolkit in hand you'll learn how to Master the five Ps of marketing Evaluate the effectiveness of your marketing plans Design a marketing plan that works Perform customer research Improve your creative skills and your campaigns Write winning marketing copy Develop a campaign budget and stick to it Brand your business Develop promotional campaigns Design brochures catalogs and newsletters Bring customers back with great customer service In a world of mass media and global business getting your business noticed is imperative to your success After all it doesn't matter how great your product or service is if your customers don't know about it With Marketing Kit For Dummies 2nd Edition you'll have no trouble bringing in new business and more dollars

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for Dummies Andy Rathbone,1995 A wealth of information written in plain English on how to install OS 2 and get to work with a minimum of fuss From installation hand holding to specific OS 2 tips for running your faithful old DOS and Windows programs this book will make your OS 2 experience as painless as possible OS 2 X for Dummies is a friendly reference for the OS 2 user **More HTML for Dummies** Ed Tittel,Stephen N. James,1997 Today everybody has a Web site so everybody

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