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Personal Branding For Dummies

By Susan Chritton



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Personal Branding For Dummies By Susan Chritton

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, 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 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 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 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 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 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 and concise image

With the hands-on, friendly help of *Personal Branding For Dummies*, you'll establish a professional presence and personal "brand" identity to keep yourself distinguished in the business world.>



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Editorial Review

From the Back Cover

The fast and easy way to create and maintain your personal brand

Whether searching for a first job, exploring a career change, or looking to be more visible and successful in your current career, creating a clear and concise image, respected reputation, and high profile status is critical. With the hands-on, friendly help of *Personal Branding For Dummies*, you'll establish a professional presence and personal brand identity to keep yourself distinguished in the business world.

- Behold the power of branding — get an overview of how corporations and celebrities use branding and how you, too, can position yourself for success
- Getting to know you — figure out what your brand should be by spelling out your values, passion, strengths, and skills; determining your target audience; and writing your personal brand strategy plan
- Start spreading the news — announce your brand to the world with a communication plan that'll reach your audience, boost your reputation, and achieve clarity, consistency, and constancy
- Shape your brand — discover how to dress the part of your personal brand, develop appropriate marketing materials, and tailor your brand to fit a new culture when your career takes you overseas

Open the book and find:

- Advice on discovering your personal brand
- Visual, language, and auditory elements of successful brands
- Case studies in personal branding success
- How to build a personal brand communication plan
- Ways to use social media to communicate your brand online
- Guidance on building and nurturing your network
- The importance of distinguishing yourself from the competition

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

About the Author

Susan Chritton, M.Ed., PCC, NCCC, is a Master Personal Brand Strategist and Executive Coach. Susan combines her skills as a Master Career Counselor and Professional Certified Coach to guide professionals toward a more authentic and meaningful career. Respected for her expertise and personal style, her clients appreciate her grounded approach and trust her direction through the personal branding process.

Users Review

From reader reviews:

Stewart Moore:

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