

LinkedIn For Personal Branding The Ultimate Guide

In this second edition of their classic book on personal brand, David McNally and Karl Speak show that developing a personal brand is not about constructing a contrived image. Rather, it is a process of discovering who you really are and what you aspire to be. The hallmark insight of this new edition is that the best way to establish a strong and memorable brand is to make a positive difference in the lives of others through making lasting impressions that build trusting relationships. McNally and Speak take you through the process of identifying the key components of your brand, conveying that brand to the world, checking how closely your brand aligns with important relationships in your life—particularly the one with your employer—and assessing your progress along the way. This thoroughly revised and updated edition features new material on how to use social media to build a powerful personal brand and case studies of individuals whose personal brands have changed the world.

Winfluence by award-winning digital strategist Jason Falls, is THE authoritative book about influencer marketing from the perspective of businesses and brands. An invaluable guidebook for marketing managers, small business owners, marketing consultants and agencies alike, the book explains how influencers came to be, how they came to be so powerful, why so many brands are counting on influencer marketing for business success and how anyone who is not, now can. This book not only explains the who, what, when, where, and why of influencer marketing but then adds the how—more specifically and predictably than other books can hope for. It offers detailed guidelines, case studies, cutting-edge ideas, how-tos for measuring success, and more to help any business owner, marketer, agency account person, or digital strategist see and seize the opportunity to drive business results. Through a series of narrative stories, interviews, and case studies, the book illustrates how to take what many people consider good influencer marketing to a new level of success from a long-tail perspective—not short-term, one-off executions.

What if there was a lead generation strategy or platform available online where you could literally wake up each morning to an inbox overflowing with fresh, hot leads? What if around the clock you had a system that brought you qualified prospects looking to buy exactly the type of product or service you were offering? What if all of that happened without you having to leave your desk? What if this system, this new way of generating leads, freed you up to do the things you loved because it took less time, less expense and less effort than everything else you've ever tried? If you're interested in having that vision become a reality, then you need to read this book! Because I'm going to show you EXACTLY how I made more than \$135,000 in just 90 days using LinkedIn. I did it all by myself, and I did it all inside a tiny niche. This isn't some get-rich-quick scheme or "push a button and make money" type approach. Rather, it's about understanding how to enhance your personal brand, how to leverage LinkedIn's built-in advantages and how to apply the specific type of selling psychology that generates nonstop leads and customers when done correctly. The simple formula I'll teach you works in any niche, takes just a few minutes a day to apply and drives targeted, ready-to-buy prospects to your virtual front door. It doesn't matter what your experience level is when it comes to LinkedIn - literally anyone can do this! Find out RIGHT NOW just how easy it is! Inside This Book You'll Discover: - How to ensure your LinkedIn profile ranks #1 in your niche or industry. - How to instantly locate your ideal prospects on LinkedIn no matter what industry you're in. - How to engage your ideal prospects on LinkedIn by creating instant likability and trust. - How to create content on LinkedIn that establishes your credibility and attracts your ideal prospects - How to turn LinkedIn Groups into your own personal ATM Machine. - How to move new LinkedIn connections from prospects to paying customers as quickly as possible.

What does it take to thrive in the digital age as a professional, expert or business owner? 81% of all buyers turn to the Internet to research the products and services they want to purchase. The question is: can you make yourself stand out during this search? This is where your 'personal brand' comes in. But how do you sell when you are the product? A decade ago, author Francine Beleyi became obsessed with these questions as she left her corporate job to start her consultancy: -Why are some people constantly given lucrative opportunities, advance faster in life, and are out there crushing it? -How to identify and package the unique value you can offer to others, and deliver it consistently? -How to build credibility as an expert in your chosen speciality and attract lucrative opportunities rather than chase them? As a business owner, coach, trainer, consultant, and having conversations with leading experts in the new economy, Francine found common patterns distilled in an easy and clear framework, YEANICC TM, with seven pillars anyone can use to lead in their chosen field and get highly paid. Each of the pillars is illustrated by real life stories, case studies, expert tips, thought-provoking exercises and action steps you can implement right now. If you've ever wanted a simple roadmap to build an influential personal brand and live a more rewarding life, this book is for you. Best of all, you are not left alone. A link to free resources, training and support is included in the book.

A fundamental paradigm shift has occurred in marketing and branding. Today the most successful CEOs, executives, entrepreneurs and enterprises set their sites on developing a long-term platform instead of a short-term strategy that supports and builds buzz for their personal or business brand. That's really the key to the new business mindset — the recognition that branding and marketing are an ongoing, steady stream of small efforts, not a series of gigantic pushes. Social media, blogging and other business development activities — both online and off — are about the persistent, ongoing process of building a platform, creating credibility and increasing the number of people that you funnel into your potential client and network pipeline. Converting those people into clients or fans may take a month, a year or two years, but the new mindset leads you to strategies that will keep that pipeline full. In short, you need to start a bunch of small fires to keep your brand burning hot. How can today's CEOs, executives and entrepreneurs keep these fires going and powerfully get their messages across, motivate others to action and be authentic — all while simultaneously shepherding initiatives from creation to implementation in high-demand markets? CEO, executive and team branding are key factors that enable effective leaders to achieve peak performance, gain greater influence in their industries and generate increased engagement within their companies. By creating a brand (business or personal) by design instead of default, leaders and companies bring their brand promise into every interaction across the board. A personal, team or business brand is not just a single statement or a clever quip but a multilayered, congruent narrative told across multiple channels — online and off — within the organization and to the business community at large. The power is in knowing how to tell the story. The book will introduce CEOs and executives in Fortune 500 companies and entrepreneurs in SMBs to the SMG Brand Mapping Process®, a process that will guide them in creating personal, team and business brands that work in harmony and parallel with each other.

Stand out, attract customers and grow your company into a sticky brand. Sticky Branding provides practical, tactical ideas of how mid-market companies — companies with a marketing budget, but not a vast one — are challenging the status quo and growing sticky brands.

Your online presence matters more than ever in today's global workplace. Professionals are logging-in to LinkedIn in record numbers, so your profile needs to represent you in the best possible light before and after a meeting or interview. LinkedIn For Personal Branding: The Ultimate Guide is the leading strategic guidebook that most uniquely connects personal branding to the LinkedIn platform. Long's book provides a comprehensive view of personal branding using LinkedIn's profile, content sharing, and thought leadership capabilities. Additionally, Long has assembled a useful set of "How To" advice links that are available on a companion website. The website provides many resource pages and links related to each chapter. LinkedIn for Personal Branding: The Ultimate Guide is the ONLY LinkedIn book available that will do all of this for the reader: - Provide an integrated personal branding and LinkedIn strategy needed for today's professionals - in a Full Color book. - Provide additional "how to" elements in a companion website so you can click over to see detailed instructions and keep updated. - Provide dozens of examples and case studies from real LinkedIn users. - Provide several "personas" and other prompts to help you write the best possible summary. LinkedIn For Personal Branding will help you to: - Select and prioritize the best personal brand attributes for you, your

career and business. - Be considered for more strategic assignments and business opportunities. - Create an authentic, personal, and impressive profile that demonstrates expertise without appearing to brag. - Consider all the ways you can demonstrate your personal brand -both offline and online- and how they work together. - Be found online > increase the likelihood of being contacted by recruiters and sales prospects. - Select the most memorable words, images, skills, and links. - Learn best practices for each profile section (and also see real examples). - Write the most strategic and impactful headline and summary. - Give and receive more endorsements and recommendations. - Become a thought leader. - Find and Share content with your network . - Blog using the LinkedIn Publisher functionality. - Leverage LinkedIn Groups and Company pages. - Measure your progress. - And much more. This book is perfect for anyone interested in developing their personal brand using LinkedIn to propel their career or business opportunities.

A step-by-step guide for succeeding on the for "business" social media network LinkedIn Marketing: An Hour a Day helps you create, customize, and optimize a presence on LinkedIn, the world's largest social network for professionals. In this detailed, step-by-step book, LinkedIn expert Viveka von Rosen reveals how to use this powerful platform to ensure that you or your company get noticed by the right audience. Discover previously undocumented tips and tricks for community growth and management, including how to best use Groups, events, and other LinkedIn features and applications. Offers a complete resource for anyone who wants to market and recruit on the world's largest professional network Features hands-on tutorials, case studies, examples, tips, and tactics Reveals how to monitor and maintain a vibrant LinkedIn presence Includes effective tactics for recruiters, job seekers, and entrepreneurs, as well as legal, real estate, and nonprofit professionals Incorporates an exploration of the LinkedIn advertising platform, API, and mobile platform This soup-to-nuts guidebook for tackling every stage of the LinkedIn process ensures your online presence will get noticed.

Make LinkedIn your number one professional branding tool LinkedIn is the premiere social network for professionals looking to discover new opportunities, enhance personal branding, connect with other professionals, and make career advancements. With LinkedIn For Dummies, you'll have step-by-step instructions on how to take advantage of the latest tools and features to do all of this and more. This book will teach you how to create an attractive profile that employers will notice, as well as ways to expand your network by making connections around the globe. You'll also learn how to best navigate the new user interface, write recommendations, take a course with LinkedIn Learning, and conduct your job search. Create an appealing, detailed profile Establish your credibility and personal brand Connect with employers and find jobs Request and write recommendations Whether you're one of LinkedIn's 500 million global members or brand new to the site, this authoritative resource helps you get the most out of the world's largest professional network.

The year 2020 forced us to pivot, to understand the importance of our business and our personal brand, and to learn how to create virtual business. Not only has business changed, so has the entire world. So many more of us are working from home and/or are creating new home-based businesses. That means it's even more important to create a strong personal brand, so that you stand out from your competition. "LinkedIn is perhaps the most powerful social media platform for business today. Viveka von Rosen (considered among the world's foremost experts on this platform) and 'Rock Star' entrepreneur Dayna Steele have generously provided us with golden nugget after golden nugget of business-building wisdom on how to productively put this platform to work. Utilize their suggestions and you'll find yourself in a position to serve a lot more people and - as a result - become a lot more profitable! Great job, Viveka and Dayna!" - Bob Burg, coauthor of The Go-Giver and author of Endless Referrals

Are you an employee stuck in a career rut? Are you a student looking to get the right start? Or do you just want to create a better you? In The 10Ks of Personal Branding, author Kaplan Mobray offers ten must-know insights to building your personal brand. In this inspiring guide, learn how to focus your life's goals with your life's actions to create a powerful package called "you." Filled with easy-to-follow instructions and valuable tips on developing your personal brand, this guide explains the 10Ks of personal branding: Know thyself Know what you want to be known for Know how to be consistent Know how to accept failure as part of building your personal brand Know how to communicate your personal brand attributes Know how to create your own opportunities Know and master the art of connection Know that silence is not an option Know your expectations, not your limitations Know why you are doing what you are doing today and how it will shape where you are headed tomorrow These principles can change your life, give you focus, propel your career, and take you to a much greater place.

Praise for Career Distinction "Hands down, this book is the bible on branding for your career!" -- Susan Britton Whitcomb, author of Job Search Magic "As a professional resume writer and career coach, I have extolled the concept of personal branding for my clients for years. Now, for the first time ever, I have an outstanding resource to recommend--Career Distinction by William Arruda and Kirsten Dixson. This book details the concept of personal branding in a magnificent and easy-to-digest presentation that is a must-buy for every serious job seeker." -- Wendy S. Enelow, CCM, MRW, JCTC, CPRW Executive Director of the Career Masters Institute "Arruda and Dixson are widely respected in the global career coaching community as gurus who not only teach but live the personal branding model, and their expertise and passion show through on every page of this practical, indispensable book. I highly recommend it to all who want to distinguish themselves from the competition." -- L. Michelle Tullier, PhD, Vice President of Right Management and author of The Unofficial Guide to Landing a Job

Like it or not, we live in a digital-first age, where your first interaction with someone will likely be online. Which means, it is now possible to make a first impression even while you sleep. How does this impact your career? Studies have shown over 90% of recruiters today, search for candidates online before they decide to give them a call. Is your brand ready for this? During the course of this book, you will learn how to build your digital brand and use it to establish your CareerKred online. By following the 4 simple steps of the process I call D.I.C.E., you will learn how to define your brand, integrate your brand online, position your brand in your area of expertise and engage with your audience. This simple 4-step process will help you build a modern day digital brand that will set you apart from your competition and help you get recognized for your expertise, even if you don't know where to start. With the changes to the career landscape accelerating, it's time to take your brand global.

Ready to reap the rewards of recognition? You own a brand. Its name is your name. You need to take ownership of it and earn recognition as an expert in your field. There's no simple shortcut. But now there's a remarkably useful roadmap featuring: An A to Z guide packed with actionable advice for developing your personal brand and accelerating your professional success. 26 practical lessons to help you whether you're an entrepreneur, business leader, aspiring professional, creative, marketer or second careerist Insights from professionals who are reaping the rewards of recognition

Presents an introduction to using Twitter as a marketing tool, describing how to communicate effectively with customers and incorporate a marketing strategy into a mix of new and old media.

Become a LinkedIn power user and harness the potential of social selling With the impact of COVID, remote working has become big, and so has the use of digital/virtual sales tools. More sales teams want and need to understand how to use social media

platforms like LinkedIn to sell, and most do not use it properly. The Ultimate LinkedIn Sales Guide is the go-to book and guide for utilizing LinkedIn to sell. It covers all aspects of social and digital selling, including building the ultimate LinkedIn profile, using the searching functions to find customers, sending effective LinkedIn messages (written, audio & video), creating great content that generates sales, and all the latest tips and tricks, strategies and tools. With the right LinkedIn knowledge, you can attract customers and generate leads, improving your sales numbers from the comfort and safety of your computer. No matter what you are selling, LinkedIn can connect you to buyers. If you're savvy, you can stay in touch with clients and generate more repeat sales, build trust, and create engaging content that will spread by word-of-mouth—the most powerful sales strategy around. This book will teach you how to do all that and more. In The Ultimate LinkedIn Sales Guide you will learn how to: Use the proven 4 Pillars of Social Selling Success to improve your existing LinkedIn activities or get started on a firm footing Create the Ultimate LinkedIn Profile, complete with a strong personal brand that could catapult you to industry leader status Generate leads using LinkedIn, then build and manage relationships with connected accounts to turn those leads into customers Utilize little-known LinkedIn “power tools” to grow your network, send effective messages, and write successful LinkedIn articles And so much more! The Ultimate LinkedIn Sales Guide is a must read for anyone wishing to utilise LinkedIn to improve sales.

LinkedIn is one of the most powerful free networking tools anywhere for any individual in any industry. LinkedIn: 101 Ways to Rock Your Personal Brand will help you best streamline your efforts and show you all LinkedIn has to offer to grow your professional network and succeed in your career. Whether you are looking for clients and customers, collaborators, or a new employer, follow the simple tips in this book to build your own path to success using LinkedIn. Viveka von Rosen and Dayna Steele have mapped out what you need to do to get ahead using this powerful social media platform.

LinkedIn is the best platform on earth to find targeted business (B2B) customers and to generate sales. As a Marketing Consultant, I hear entrepreneurs saying “LinkedIn doesn't work”. If you're one of them, PLEASE get this book. BUT, If you're looking forward to hearing something NEW and that comes from REAL LIFE EXPERIENCE, then you should get it NOW. Why? Because inside you will learn my personal B2B Lead Generation strategy that has allowed me to convert 15% of the people I contact with LinkedIn into potential customers! LinkedIn for Business - The 15% Conversion Rate Marketing & Lead Generation Strategy for B2B sales will help you: - APPLYING THE 15% CONVERSION RATE LEAD GENERATION STRATEGY: I will explain to you in detail the strategy that I have personally developed to convert 15% of the people contacted into new leads with my LinkedIn marketing strategy to generate sales. I will provide you with the specific funnel that I have used, and a series of message templates that have helped me during these years - MAKING USE OF LINKEDIN ADS AND GROUPS TO GENERATE BUSINESS OPPORTUNITIES: I will guide you in creating successful LinkedIn ads campaigns and make the best use of your professional LinkedIn page and your LinkedIn group - USING THE STRAIGHT LINE METHODOLOGY TO SELL MORE: I will explain how to conclude more business negotiations through the Straight Line methodology invented by Jordan Belfort - POSITIONING YOURSELF AS THE INDUSTRY LEADER: I will guide you in attracting business opportunities passively through concrete LinkedIn marketing skills - IDENTIFYING YOUR IDEAL B2B CUSTOMER: I will help you identify who your ideal B2B customers are, to understand their behaviour and to use LinkedIn marketing to reach them effectively - AUTOMATE YOUR LEAD GENERATION STRATEGY WITH ROBOTIC PROCESS AUTOMATION: I will explain to you how to use Robotic Process Automation to spend even less time in generating new business opportunities and ensure that you can focus on what is most important, that are, sales. If you're willing to generate thousands of B2B leads and sales through LinkedIn Marketing, this book is for you! Best Matteo Romano

How can we compete in today's fast-moving market? There are more platforms, more users and more content than ever before. How do we stand out? What can we do to make ourselves noticed, remembered and preferred? Content DNA provides the answers. By focusing on two key elements - consistency and congruence - you'll learn how to define a recognizable "shape" for your business. You'll discover the building blocks of your brand and get clarity on expressing your value through a short, memorable tagline. Finally, you'll understand how to create content that builds authority and establishes trust, based on the author's 10+ years of experience as an independent business writer and consultant. "John represents the cutting edge of content marketing reality." - Mark Schaefer "Content DNA provides the foundation and building blocks for creating great content." - Vicki O'Neil "Talk about relentlessly helpful! This is the content bible for anyone looking to build a business online." - Chloë Forbes-Kindlen

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.>

Give your LinkedIn profile the makeover it deserves—and get the attention you deserve Look at your profile: you know it could be a little better. Too many LinkedIn users are just posting a basic resume and hoping for the offers to come flooding in, missing out on the incredible opportunity the platform offers to properly showcase their talents, products, and services to 610 million professionals in over 200 countries. LinkedIn is way more than a resume tool—to display your professional past and present—it's also your career future and personal brand. Used to its fullest extent, it helps you demonstrate the unique value and culture you provide, the skills and aspirations that make you different, to get the outcomes you truly want. But how's it done? Profile branding expert Donna Serdula pioneered the concept of LinkedIn Profile Optimization and through her Website, LinkedIn-Makeover.com, has helped over 5000 professionals use LinkedIn to achieve increased success. In this guide she applies that experience to help you use all of LinkedIn's capabilities to meet your goals, whether they be job search, reputation management, or sales—including how to: Create a memorable, successful profile Optimize personal keywords Showcase your experience, accomplishments, and unique value Use LinkedIn features to grow your network and more You never get a second chance to make a first impression—and people are Googling you right now: Get a fresh online look and get results!

You are in charge of your own personal branding as an entrepreneur. Accordingly, if you wish to achieve great things in the business world, LinkedIn is the first logical place to start the process of building your personal brand . If you disregard the importance of branding, your ambitions are likely to be frustrated, and your competitors are more likely to win. If you do, you are more likely to win and succeed in your business objectives, whatever they are. LinkedIn Mastery for Entrepreneurs was written for anyone who wishes to maximise the many applications of LinkedIn to build their personal brand. By employing LinkedIn to achieve your objectives, you must learn to harness the process of becoming a thought leader on LinkedIn. Author, Chris J Reed, is undeniably one of the world's leading experts on LinkedIn.

Maintaining over 60,000 LinkedIn connections, he has continued to uphold his status as one of the world's most viewed LinkedIn profiles. He is also an Official LinkedIn Power Profile. Chris's book will help you to tailor your own LinkedIn profile so that you too can start to yield its benefits as a powerful branding tool. Chris J Reed built his entire Black Marketing business exclusively on LinkedIn, and his business continues to grow and prosper via LinkedIn. LinkedIn Mastery for Entrepreneurs gives the reader valuable insights into many areas of LinkedIn, including: - What is LinkedIn? Why Use LinkedIn as an Entrepreneur? - Master Your LinkedIn Profile Like a Pro - Why LinkedIn Beats Facebook for B2B Marketing - How to Message Professionally for Results - How to Become a Thought Leader on LinkedIn - How to Develop Your Own Personal Brand in LinkedIn

In a world of several billion people we are a supply of one! We must find the unique gifts we have inside, polish them, showcase them, and monetize them for multiple customers all over the world.

Globalization and social media have made the world smaller, more connected and infinitely more competitive. The world has changed. Have you? If you don't have the package that will take you to the next level of your career, you need to reinvent your personal brand.

BrandingPays™, a practical guide to strategic personal branding, will help you refocus your skills and experience so you are the best candidate for the job, career and business opportunities that you long for. Perfect for MBAs, experienced professionals and entrepreneurs, the step-by-step Branding Pays methodology has been proven in Fortune 500 companies and leading business schools. In this breakthrough book, author Karen Kang shows you how to:

- Position yourself for the best opportunities
- Stand out in a competitive market
- Communicate your unique value
- Develop clear and compelling messages
- Put your "cake" and "icing" together for a strong brand
- Leverage the influencers who can accelerate your reputation
- Improve your personal brand attributes
- Build your Brand Action Plan for online and offline success

Overflowing with templates, charts and action lists that enable you to "Bake the Cake, then Ice It"---Kang includes inspiring real-life examples throughout the book, many from groups that are under-represented in top business leadership. No matter what challenges you face, BrandingPays will help you develop your recipe for successful branding.

Neal Schaffer helped revolutionize the way professionals utilize LinkedIn with his award-winning book Windmill Networking: Understanding, Leveraging & Maximizing LinkedIn. He now does the same to enlighten companies how to develop business on LinkedIn with Maximizing LinkedIn for Sales and Social Media Marketing. Thought LinkedIn was just for job seekers? Think again. LinkedIn is the most important destination for your sales and social media marketing efforts if your company is selling products and services to other businesses. When looking at LinkedIn's extensive functionality from a sales and marketing perspective as presented in this book, you'll soon understand how you can create new business from your LinkedIn activities. After reading this book you'll learn how to master the LinkedIn platform to develop business, including how to create a sales-oriented profile and connections policy to attract more leads, become an industry thought leader by establishing your own community within the lucrative LinkedIn demographic, set up your LinkedIn Companies Page to improve your reputation--and drive more traffic to your website, and optimize your LinkedIn presence as part of your social media optimization efforts. This practical guide, supplemented by more than 15 case studies, will teach you and your employees everything you need to know on how to successfully develop leads and business on LinkedIn.

The international bestseller--now updated for an even bigger, brand-savvy market. Self-published in 2005, this step-by-step guide for professionals looking to develop a strong company brand has become an international sensation, selling more than 65,000 copies worldwide and hitting #3 on Japan's business bestseller list. This invaluable guide teaches you the vital principles and skills of personal branding, including how to craft an emotionally resonant branding message, create top-quality branding tools, and attract a constant flow of business. "Montoya's Personal Branding ideas are going to change how business owners and professionals promote themselves."--Robert G. Allen and Mark Victor Hansen, coauthors, The One-Minute Millionaire

Everybody seems to be a photographer these days and there, undoubtedly, is an abundance of beautiful photographs nowadays. For professional, and aspiring photographers, it can be a daunting task to stand out from the crowd and grab an audience's attention. However, the good news is that there are possibilities to reach an audience and gain a following. Photographer Maurice Jager is an internationally-renowned headshot and portrait photographer. He has developed a method to build a clientele for his business. In his book, he offers a comprehensive, step-by-step process to identify, develop and share your personal story, brand story, and how it captures an audience's attention. In addition to Maurice sharing how he consistently evolves his personal brand, the book also offers the stories of ten professional international photographers and how they've built their brands in a way that it has enabled them to reach their financial goals and live a fulfilled life. These stories illustrate the importance of aligning your passion for working behind the camera and the business of being a professional photographer. It offers readers a chance to see how successful photographers have built their business by being themselves in order to attract your target audience, to create a life in which you do what you love. As a result, there is no better time than now to start building your brand.

??55% OFF for Bookstores! LAST DAYS!?? Your customers will love this social media marketing guide!

Let your reputation help your career. From recovering from a blunder to contemplating next steps, this guide helps you leverage your core values for career success.

Providing both strategies and action items, LinkedIn for the Savvy Executive, Second Edition is an outstanding resource for professionals who want to take action to increase their visibility and influence, attract high-performing talent and power their career.

"Is your LinkedIn presence helping you to advance your sales, recruiting, or career opportunities? Are you confident in your personal brand and LinkedIn profile? In LinkedIn for Personal Branding: The Ultimate Guide, Long shares how to uncover and present your unique brand and how to become a thought leader on LinkedIn." --

In this bestselling Introduction to Personal Branding you will get a short crash course (the book should take less than an hour to read or listen to) on what personal branding is, how to take your first steps toward perfecting your personal brand, and you will learn some actionable tactics you can employ immediately in order to start becoming more memorable within your career niche and grow your network. These actionable steps include advice on how to take the perfect profile photo, how to think about your professional purpose, how to optimize your LinkedIn profile, how to optimize your social media presence for search engines like Google and Bing, how to craft a personal branding statement, how to analyze your competitors across social media so you can make your brand differentiate from theirs and how to be social by design. Personal Branding is the practice of defining your professional purpose and being able to articulate your experience and value to your target audience through digital media and social channels like blogs, Twitter, Facebook and LinkedIn. It is also a crucial discipline to help you get the most out of in-person events such as conferences and networking opportunities where the key to a successful outcome often lies in your personal brand standing out. Given the explosion in use of digital and social media over the past few years, the internet has presented professionals with a magnificent opportunity to help their expertise become more discoverable, sharable and memorable through their personal brands. Personal Branding Benefits Your Business by:

- * Establishing Credibility & Thought Leadership
- * Growing Your Network
- * Helping you Market Yourself
- * Attracting New Opportunities
- * Increasing Sales
- * Helping You Reach Your Business Goals

Who is this book for?

- * CEOs, Executives, and Business Owners who want to position themselves as industry thought leaders and stand out from the competition.
- * Any professional or Academic who wants to get ahead in their careers and wants to understand how to have their expertise and experience be more discoverable.
- * HR & Training Managers who want to understand personal branding to help train employees on social media branding and social selling.
- * PR Agencies & Exec Comms Managers who need inspiration and training on personal branding

strategies for their clients, CEOs, or themselves. About Mel Carson Mel Carson is Founder of Delightful Communications and former Digital Marketing Evangelist at Microsoft. He speaks and writes about personal branding at conferences and for publications all over the world. He previously co-wrote *Pioneers of Digital: Success Stories from Leaders in Advertising, Marketing, Search and Social* and has had his wisdom featured in *Forbes*, *Fast Company*, *GQ*, *QZ.com*, *USA Today* and he regularly writes as a business columnist for *Entrepreneur.com*. For more on Mel Carson visit: <http://www.MelCarson.com> <http://www.DelightfulCommunications.com> Reviews: "Mel Carson is a gifted storyteller." - *Forbes* "I wish that I had Mel Carson's guide when I had to re-invent myself several years ago." Jason Miller - Global Content Marketing Leader at LinkedIn "Mel distills and concentrates his branding advice to create a lean, efficient book that doesn't waste time getting to the good stuff. This is one of my new favorite instruction manuals for personal branding is a lightning-fast read full of practical advice to get you up and running." Megan Golden - *The LinkedIn Blog* "This book is an absolute must-read and not just for those starting to build their own brand. The book is also suitable for those that already have a brand because there are some elements you might not have thought about." Bas Van Den Beld - *State of Digital* "Mel Carson is a gifted digital storyteller who lives & breathes our belief that all marketing and PR should be social by design" Carolyn Everson, VP of Global Marketing Solutions at Facebook

From the No.1 International Best Selling Author Chris J Reed, "The Only NASDAQ CEO with a Mohawk!", comes his new book, "Personal Branding Mastery for Entrepreneurs". In it, Chris will tell you all about how you, as an entrepreneur, can develop your personal brand beyond LinkedIn. You are an entrepreneur, your personal brand is what everyone is buying into. Your clients, your shareholders, your employees, your partners, the media...future clients, employees, investors...they are all buying into the power and values of your personal brand. That's why you need to start working on it now. In this new book, Chris will talk from his own personal experience on how he created a personal brand from nothing and knowing no one when he left the UK and came to Singapore to become an Asian entrepreneur. Chris will show how he became the "Only NASDAQ CEO with a Mohawk!" and how this personal brand has transformed his businesses. Chris covers all aspects of personal branding for entrepreneurs including what it is, why you should have it, his personal brand story, ups and downs of having a personal brand, why you need to be more American and less English or Asian in your personal branding. Chris will also cover what elements of his disruptive DNA have enabled him to accentuate his own personal brand in his entrepreneurial journey. Chris also covers how LinkedIn is the foundation for your personal brand but that it should also be communicated everywhere else from your YouTube to your Wikipedia, your thought leadership outside of LinkedIn to winning awards, getting up on stage and speaking to having your own book. Chris will discuss how you dress and how you look affects your personal brand, both positively and negatively, why great entrepreneurs like Richard Branson, Elon Musk, Steve Jobs and Bill Gates all have great but divisive personal brands but without them, their respective companies would be nothing. Chris will also discuss David Beckham, Gareth Emery and Prince and what made their personal brands so effective and influential in succeeding in what they do. Chris will share personal branding tips from *The Joker*, *Breaking Bad*, *Darth Vader*, *American Psycho* and *The Godfather* that you can put into practice yourself to enhance your own personal brand. This new book *Personal Branding Mastery for Entrepreneurs* will give you all the tips, lessons and help that you need as an entrepreneur to create, manage and enhance your own personal brand to enable you to achieve all of your professional objectives.

Vastly Increase Your Income Potential by Effectively Promoting Yourself on LinkedIn Learn How to Write Your LinkedIn Profile That very Nearly Guarantees More and Better Connections, a stream of Job Offers and Leads for Your Business If you leave your LinkedIn profile the way it is now, then chances are no matter how exceptional you are, you will still be stuck in the same dull, unrewarding job or still struggling daily to get leads for your business five years from today. Are you happy working in the same unsatisfying, underpaying job day after day, or desperately and usually unsuccessfully attempting to find people who are interested in your products and services? Or would you prefer to have job opportunities and business leads come to YOU, offering to employ YOU or pay YOU money, by learning to write your own LinkedIn profile that attracts the right people directly to your inbox? I have been where you are today. I worked in unsatisfying jobs for employers that didn't care and wouldn't reward good and competent service. I remained in jobs for years, sending out thousands of resumes, hoping that someone would recognize my value. To make more money, I tried creating my own services and products and desperately searched for ways to market them. I must have tried hundreds of different marketing and promotional methods, with limited and mixed success. What pulled me through was lots of study, specialized training, and practice. More importantly, I believed in myself and the value I could provide to employers and customers for my products and services. At first I was happy to find a new client now and then to make some extra money. But later, I learned how to promote myself effectively and those customers started to come to me. Instead of wasting time, day after day, fruitlessly searching, they sent me emails asking, no demanding, my services and employment. Once you understand the unique importance of LinkedIn, you have found one of the best ways to get employers and clients to come to you. Increase your qualified leads by targeting your LinkedIn to the right audience Decrease the time you spend fruitlessly searching for anyone who will buy your products or services, or offer you a position in their company. Explode the size of your professional network by spending as little as a few hours optimizing your professional brand on LinkedIn By defining your personal brand and writing an effective message, you can effectively grow a professional network which looks to you for answers. A well-written LinkedIn profile can lead you to an increase in business or job offers several times the current level Increase your earnings while reducing the time you spend with unqualified leads and employers. Don't let another day go by without taking action to solve your problem. Get your Copy NOW. Scroll up and click on the BUY NOW button

LinkedIn for Personal Branding The Ultimate Guide Hybrid Global Publishing

Praise and Reviews 'Jam-packed with solid, sensible advice on all aspects of self-presentation.' *SPRINGBOARD* 'A wealth of practical advice helpful to people at all levels in business.' *BUSINESS FRANCHISE* 'This essential book gives readers the edge they need to succeed in their career.' *THE WEEKLY TELEGRAPH* 'a good reference source to help all trainers determine and develop their personal brand' *TRAINING JOURNAL*, April 2003 Successful brands are always

remembered. Likewise personal branding has to be strong if a candidate or employee is to succeed. Personal image and interpersonal style can have a powerful influence on the development of any career. Build Your Personal Brand provides guidance on making the right impact in any professional situation. Packed with tips, tools and techniques on making the right use of your dress, voice and body language, it helps you to get it right. Topics covered include: communicating effectively; projecting a professional image; organising your business wardrobe; packaging your personality; identifying your personal style. Neatly combining practical exercises with expert advice, this essential book gives you the edge you need to succeed in your career.

Ever wonder what makes household names like Oprah, Ellen, or Beyoncé so powerful? It's all about influencer branding, and Laura Bull will tell you everything you need to know. Bull spent ten years with Sony Music Entertainment, becoming one of the company's youngest executives and spearheading artist development and marketing for globally recognized brands. She is an expert who specializes in transforming entrepreneurs into viable brands and teaching what it takes to become a powerful "influencer." Whether you are an artist, blogger, performer, politician, author, or thought leader, this book will change the way you think about your "brand" and your future. Bull marries positive psychological principles with traditional branding strategies and reveals her revolutionary Brand Matrix that will have you soaring past personal branding into the very different world of influencer branding. This intelligent, breezy read provides additional tools, exercises, and resources that offer real-world support to tackle your own engaging, competitive, and authentic brand identity. Entertaining examples from pop culture and politics round out this book that can truly take you from individual to empire. A consultant and speaker, Bull has been an adjunct professor since 2013 teaching disciplines in marketing and music business at multiple colleges and universities, including SMU's Temerlin Advertising Institute.

4th edition of the world's most popular LinkedIn handbook—completely revised and updated, including tips for the mobile app ? Many LinkedIn books focus solely on creating a killer profile. But LinkedIn is not a spectator event. You can't just show up and wait for people to come to you. LinkedIn is a professional networking community, and opportunities abound to make real money and advance your career. In addition to helping you create a magnetic, professional profile, this book will show you how to develop a comprehensive strategy for achieving your business and career goals. Over 100,000 professionals have already used Breitbarth's LinkedIn secrets to land lucrative new customers and top-notch employees, grow their businesses and brands, and find great new jobs. And most people have only scratched the surface of LinkedIn's potential. The Power Formula for LinkedIn Success will help you:

- Set yourself apart from the LinkedIn masses and build a powerful professional network
- Attract and engage with people who need your products, services, or skills
- Locate the right people for business partnerships and revenue opportunities
- Discover insider information about employers, customers, and competitors
- Find a great new job—many times when you're not even looking for one!

LinkedIn is one of the most powerful business tools on the planet—and The Power Formula for LinkedIn Success is your perfect step-by-step guide to mastering it!

Despite being one of the oldest Social platforms, LinkedIn is still largely misunderstood. Is it a place for your resume or a goldmine for leads? Somewhere between those spectrums lies the confusion most users experience. This confusion leads users to "gurus" who happily sell you one piece of the LinkedIn puzzle. To be successful on LinkedIn, you need the box with the picture to understand how the puzzle pieces fit together. LinkedIn Made Simple is the box with the image. With over 100 identified strategies, LinkedIn Made Simple provides you with a structured, step-by-step method to get the most out of LinkedIn to impact your business or career.

All successful leaders have a secret power - where's yours? When leadership becomes a byword for control, and trust is outdated - how should YOU respond? 'Believe nothing, test everything'. This is the war cry of the maverick. This scream, an essential cornerstone of the maverick mindset. Leadership and maverick expert Judith Germain provides the blueprint to becoming a successful leader. - Discover the 5 maverick attributes all 'natural leaders' possess - Master the 8 maverick capabilities that all successful leaders demonstrate - Extend your influence by utilising the 3 key power bases - Become a transformational leader by deploying the Maverick DRIVEN Leadership(TM) Methodology 'Judith is one of those rare people who actually knows what she's talking about. She provides results based on good research and a professional approach'. Peter Clayton, author of 'Body Language at Work' and body language consultant for the BBC and ITV

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