



## The Branding Book

By Mark Lewis

Paperback. Book Condition: New. Paperback. 186 pages. AMAZON. COM BESTSELLER (Marketing and Sales) JANUARY 2014 The ultimate guide to Personal Branding success. Learn how to optimize, control and ensure that your online presence is working for you, rather than against you. The Branding Book will enable you open doors which you never imagined possible before, only using the power of the internet and the tools available to you right now - all for FREE! Learn: - Why you need a quality personal brand in order to get noticed in today's competitive market! - The history of personal branding! - How to create your story! - How to define your own unique online identity! - How to create a great website! - How to create your own personal branding blue print! - How to communicate your brand and goals online effectively through Facebook, Twitter, Linked-In and within SEO blogs! - How to launch an online branding program that really gets you noticed! - How to market yourself successfully. - How to discover (and develop!) your Unique Selling Point (USP). - How to re-invent and innovate your personal brand when you want to Adapt or improve it. - How to measure how effective your personal brand is using advanced internet tools. -...



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