



Personal Branding for Brits - 3rd Edition: How to sell yourself to find a job and get on at work...without sounding like an idiot

Jennifer Holloway

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IT'S NOT JUST FOR BRITS (1000s have been sold worldwide) - it's for anyone who wants to blow their own trumpet without sounding like an idiot!

Are you someone who wants to get ahead in your career or business? Perhaps you're looking for a new job or want a promotion. Maybe you're starting a business or want to grow your company. You might be going for interviews, pitching for a job or contract, getting new clients and keeping existing customers.

However you want to get on at work, people buy people...but what they're really buying is your personal brand. Your brand lets people know who you are and what you bring to the table and most importantly, how you're different from everyone else out there.

Click LOOK INSIDE on the photo of the book cover to read a few pages...

If you don't sell yourself you'll get left behind

Personal branding is becoming more important because working hard and doing a good job are no longer enough – that's the minimum you should be offering. Instead you have to find a way to stand out from the crowd, discovering the unique selling point that will help you find a job, get a promotion, start a business, land a new client, or just get on at work. If you don't, you'll get left behind like an odd sock in the launderette of life.

Reputation management matters

Every single one of us has a personal brand (it's what's said when we're not in the room) but the clever people are the ones who have taken the time to work out what that is. How? By using this book to follow a step-by-step process to not only create their brand but promote it to.

Get that confidence boost

Everyone I've worked with on their personal brand has gained confidence. The great news is you can gain confidence too – it's not rocket science. The practical techniques in this book, along with the real-life examples of how to create and promote a brand (and how not to), can be taken away and used immediately.

Advance your professional development

You'll learn how to sell yourself in the office, out and about and online, including: your image, your language, emails, meetings, phone and voicemail, timekeeping, handshakes, your elevator pitch, presentations, CVs and interviews, personal profile, online branding, LinkedIn, Twitter and Facebook, blogs, newsletters and websites...and lots more!

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So if you're developing your leadership skills, want some management training, wish to learn about reputation management or fancy a bit of professional development, learning how to create and promote Brand You now are skills you can continue to use throughout your working life.

It works...

Even though I'm a business of one (it's just little old me) I've worked with major companies like Microsoft, Asda, Premier Inn, RBS, Hallmark Cards, Prudential, KPMG and the BBC. How? By having the confidence to think big and believe I was good enough to work with them. By knowing who I am (warts and all) and having faith in myself. By understanding I had to sell me before I could sell what I had to offer. By appreciating I had to raise my profile online and offline, even if it took time before it would pay dividends. By realising people are deciding whether to buy me in the first seven seconds so I'd better make a great first impression.

It's worked for me so imagine what you could achieve when you learn how to sell Brand You.

Here's what others say:

The IoD's *Director* magazine said: Most Brits would admit that we aren't the best when it comes to self-promotion compared to others across the world. This book offers a great solution to creating and promoting your personal brand while keeping your credentials intact.

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From reader reviews:

Thomas Abrams:

Have you spare time to get a day? What do you do when you have far more or little spare time? Yes, you can choose the suitable activity for spend your time. Any person spent their own spare time to take a wander, shopping, or went to the actual Mall. How about open or read a book eligible Personal Branding for Brits - 3rd Edition: How to sell yourself to find a job and get on at work...without sounding like an idiot? Maybe it is to be best activity for you. You recognize beside you can spend your time along with your favorite's book, you can smarter than before. Do you agree with it has the opinion or you have other opinion?

Diane Adams:

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Clifford Jones:

Reading a guide can be one of a lot of activity that everyone in the world enjoys. Do you like reading book and so. There are a lot of reasons why people love it. First reading a guide will give you a lot of new data. When you read a book you will get new information because book is one of several ways to share the information or perhaps their idea. Second, looking at a book will make a person more imaginative. When you looking at a book especially fictional book the author will bring you to imagine the story how the personas do it anything. Third, you are able to share your knowledge to other individuals. When you read this Personal Branding for Brits - 3rd Edition: How to sell yourself to find a job and get on at work...without sounding like an idiot, you could tells your family, friends and soon about yours book. Your knowledge can inspire different ones, make them reading a reserve.

Barbara Robbins:

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