



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:

Amanda Mathis:

Have you spare time for any day? What do you do when you have far more or little spare time? Sure, you can choose the suitable activity with regard to spend your time. Any person spent all their spare time to take a walk, shopping, or went to the Mall. How about open or even read a book titled 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 for being best activity for you. You know beside you can spend your time using your favorite's book, you can smarter than before. Do you agree with it is opinion or you have different opinion?

Mary Burnette:

In this 21st millennium, people become competitive in each and every way. By being competitive at this point, people have do something to make these individuals survives, being in the middle of often the crowded place and notice by surrounding. One thing that often many people have underestimated that for a while is reading. Yeah, by reading a guide your ability to survive improve then having chance to stand up than other is high. For yourself who want to start reading the book, we give you this particular Personal Branding for Brits - 3rd Edition: How to sell yourself to find a job and get on at work...without sounding like an idiot book as nice and daily reading publication. Why, because this book is greater than just a book.

Eric Hempel:

Are you kind of active person, only have 10 or even 15 minute in your day to upgrading your mind expertise or thinking skill even analytical thinking? Then you are experiencing problem with the book compared to can satisfy your short time to read it because pretty much everything time you only find book that need more time to be go through. Personal Branding for Brits - 3rd Edition: How to sell yourself to find a job and get on at work...without sounding like an idiot can be your answer mainly because it can be read by a person who have those short time problems.

Carol Rosborough:

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