



Personal Branding 101: Simple Marketing Tips for Building Your Brand (Personal Branding, Marketing Yourself, Marketing, Self Marketing, Brand Strategy, Brand Marketing)

Desmond Jones

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Learn How to Promote YOU Personal branding is defined as the process that people use to market themselves along with their skills and careers as a brand by itself. Today's personal branding concept revolves around "packaging yourself" suitably to meet and exceed the expectations of your target audience. While some of us are building personal brands unintentionally, some of us are doing it with a sense of purpose and with set goal(s) in mind. This book is aimed at helping the newcomer with understanding the art of personal branding. There is very little doubt in my mind that you already have a digital footprint in the world of personal branding. This could be either through your FB, Twitter, and other such social media profiles. In this book, I hope to guide you build yourself an awesome personal brand that makes people want to have a second look. **Here Is A Preview Of What You'll Learn...**

- How to Create and Maintain your Personal Brand
- How to Identify Your Target Audience
- How to Build Great Online Assets

Tags: Personal Branding, Marketing Yourself, Marketing, Self Marketing, Brand Strategy, Brand Marketing

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