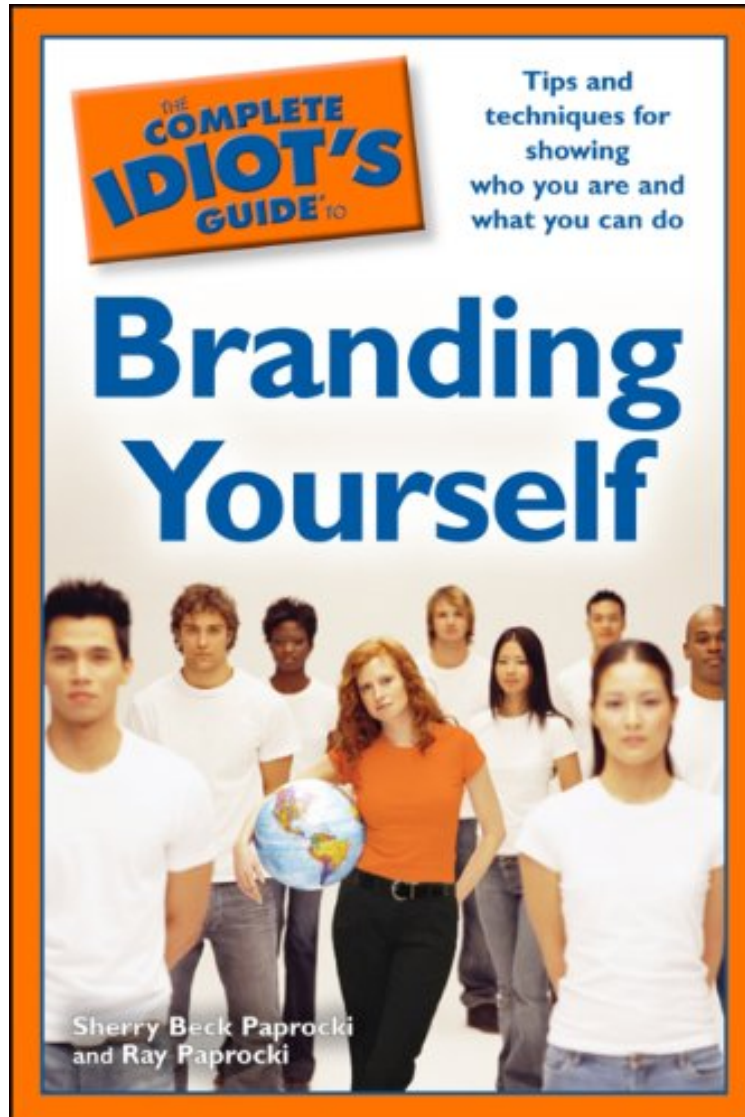


The Complete Idiot's Guide to Branding Yourself

Ray Paprocki, Sherry Beck Paprocki
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Ray Paprocki, Sherry Beck Paprocki : The Complete Idiot's Guide to Branding Yourself before purchasing it in order to gage whether or not it would be worth my time, and all praised The Complete Idiot's Guide to Branding Yourself:

0 of 0 people found the following review helpful. Great BookBy Timmy E.Great book to get ur swerve on! i used it to write my college thesis and it worked great! Ya3 of 5 people found the following review helpful. Not a job seeker's book nor a wanta-be expert's or authority's book on personal branding. Tries to help both audiences and failsBy Jeff LippincottLess than OK. I actually dislike this book. I found it to have either too few sections or too many chapters. And it was only 228 pages until just before the first of two short appendices. Normally 228 pages is long enough to

keep me happy so I can call a writing a book. But this book's pages are small and there seemed to be quite a bit of white on them. Included were 4 sections comprised of 20 chapters as follows: I. What is branding? [1-4] II. Launching your personal brand [5-8] III. Branding in a modern world [9-14] IV. Brand extension evolution [15-20]

1. Personal branding defined
2. Writing your own branding story
3. Reaching your target audience
4. Communicating over the clutter
5. Brand identity: Starting with your resume
6. Effective messaging: Creating collateral
7. Developing brand associations
8. The total experience: Living your brand
9. Mainstream media still counts
10. Understanding public relations
11. Branding yourself via the Web
12. Personal communication in a New Age
13. Should you buy the Mad Ad, men?
14. Guerilla tactics in a noisy world
15. If you brand it, they will come
16. Lessons from megabrand personalities
17. Global responsibility
18. The smoke and fog of branding
19. Being your own brand barista
20. Branding in the future

A. Glossary
B. Resources

This book covers personal branding from a generalist's perspective. The authors seem to think it's OK to discuss personal branding (resume building) as it relates to job-seekers at the same time and in the same breath as personal branding (self-promotion) as it relates to building a small consulting, training, or coaching practice (small business). I disagree with the authors on this point. When looking for a job one typically needs to build a resume. They may do some networking, but they don't really market themselves. When a person self-promotes they typically are marketing themselves and using a vast amount of marketing tools and techniques, i.e., writing, authoring, public speaking, Web sites, blogs, and possibly joining social networking sites likes LinkedIn, Facebook, Twitter, maybe MySpace. Finding a job usually requires the job seeker to have credentials (schooling degrees) and work experience. While these things do have a tendency to "brand" a person and pigeon-hole him in a certain career track, they don't do much for establishing a person as an expert or authority in their field (another type of "brand" entirely). Establishing yourself as an expert and authority in your field might require some schooling and maybe a degree or two, but not always. You get to be known as an expert and authority by writing articles, books, presenting seminars and workshops, doing public speaking, having a good Web site, and being part of the blogosphere. And let me tell you, if you have become an expert and authority and have a brand to go along with it, then you more than likely won't be looking for employment - you will be looking for clients and customers. If this book had focused on the "branding" for the job seeker, then it would have probably gotten a higher star rating from me. Likewise, if it had focused on the "branding" for the person trying to build a small business, I would have rated it higher. In my humble opinion there are nuggets of good information included in this book, but they are not presented in such a way as to provide value to the reader. There is simply not enough focus by the authors on any one subject at hand. The way the book read I didn't get the feeling the authors even knew what they were talking about. It felt more like they had done some research on a topic they knew nothing about and TRIED (and failed) to write a good term paper about it. 2 stars!

2 of 3 people found the following review helpful. Get Branded By D. Heathen I love the "Idiot's Guide" series because it offers a quick way to learn the basics of specific topics of interest, new and old. The Paprockis' treatment of "personal branding" is typical of the series and perhaps among the more effective. Well organized into four parts roughly including sections on branding, launching a brand, latest branding techniques, and extending the brand, it captures the essence of the subject from multiple points of view. Lots of real world examples and sidebars, great references for additional reading, and the part I like best, end of chapter summaries identified as "The Least you Need to Know". I give it four and a half stars. I learned a lot quickly.

A brand new look at a time-tested business practice. Using powerful techniques refined in the heat of business competition, this book guides readers in defining and building a personal brand that is distinctive, relevant, and consistent. It includes:

- ? An in-depth understanding of the principles of successful brand building-in any context ?
- Practical tools to build and manage powerful relationships ?
- Strategies for aligning personal brand values with an employer's brand values, and making brand-building a successful endeavor for both ?
- Advanced techniques to continually refine your unique personal brand