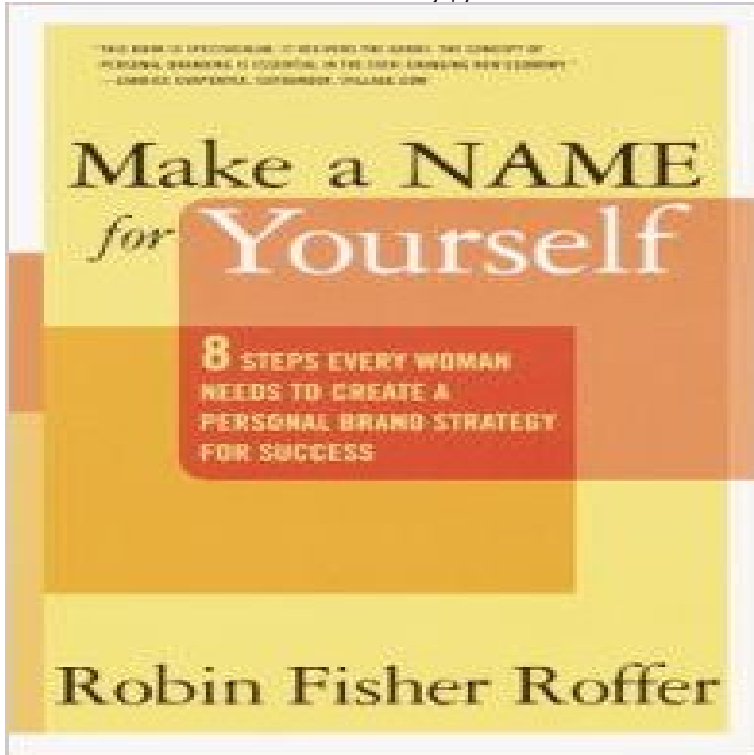


Make a Name for Yourself: Eight Steps Every Woman Needs to Create a Personal Brand Strategy for Success



One of America's leading brand strategists shares her step-by-step program for creating an unforgettable identity in today's marketplace. Do you ever go to work and think to yourself there must be more? Or feel that your true talents and abilities aren't being utilized, or even recognized? Are you a freelancer or entrepreneur who isn't sure how to rise to the top in today's competitive environment? Wouldn't it be empowering to be able to work in a field you feel passionately about and be successful and well paid? In *Make a Name for Yourself*, Robin Fisher Roffer shows you how to develop a unique, personal brand strategy for success by identifying your extraordinary attributes, thinking about your values and passions, and by learning how to use them in today's marketplace. In short, you'll uncover a focused direction for your career that celebrates you. In the information age, brand marketing—the process by which a product creates an emotional connection with its audience and sets itself apart from the crowd—is more important than ever. Roffer knows that branding isn't just for big corporations or products like Nike, Coke, or Yahoo. She is not only a pioneer in this field, she has used brand marketing strategies to catapult her own career. In *Make a Name for Yourself* she shows you how you can brand your own unique traits and talents for career success and personal fulfillment. In a step-by-step program she covers:

- * Unearthing your authentic self to develop a brand that reflects your natural talents, abilities, and passions
- * Defining your long-term career goals and dreams
- * Adapting and selling your brand to your target market
- * Identifying and overcoming personal roadblocks
- * Packaging yourself to reflect your chosen brand image
- * Launching, maintaining, and building your brand

Inspiring case studies, analyses of well-known brands, and thought-provoking exercises will help you create all the

essential brand elements. And unlike other career advisors who simply push networking or other external tools, Roffer also offers methods for working on your inner self to overcome fears and decipher realities. Make a Name for Yourself is for anyone starting out in the workforce, beginning their own business, changing careers, or trying to make it in the corporate world. From the Hardcover edition.

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