

# Creative Personal Branding The Strategy To Answer What S Next

A Personal Branding Guide from a Hollywood Media Coach  
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 Design, Build, and Accelerate Your Brand  
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*Creative Personal Branding The Strategy To Answer What S Next*

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## ELLIS LAM

[A Personal Branding Guide from a Hollywood Media Coach](#)  
 Ideapress Publishing  
 Start living (and dressing for) the life you've always wanted! Do you want a 7 figure salary, less stress in your life, or simply a sense of purpose? No matter what your goals are, having a strong, well presented personal brand, is vital! You would never pull a diamond ring out of a greasy sack to propose to your loved one, so why would you ever think about dressing the incredible person that you are in anything less than your best? Your character traits, accomplishments, and experiences are all part of your personal brand and they are worth much, much more than an engagement ring, so give them the packaging they deserve. In *Dressing Your Personal Brand*, Leslie Friedman walks you through the fundamentals of personal branding before showing you how to use your brand and your appearance to achieve your goals. Equal parts entertaining and informative, fashion smarts and branding advice, *Dressing Your Personal Brand* will help you uncover the diamond within and dress it to success! In this book, you'll discover: ->How to identify and develop your personal brand ->How to change the way you're perceived by others...simply by changing your clothes! ->How to master the art of body language to get what you want ->How to set life goals and find a job you'll really love ->How to easily and practically reduce stress at home ->How to survive (and thrive!) during tough transitional times ->And much, much more!  
*Dressing Your Personal Brand: The Ultimate Guide to Leveraging your Appearance to be Happier, More Successful, and Less Stressed* is a practical guide to developing your personal brand and then dressing it for ultimate success. Along with easy to follow advice, you'll find helpful worksheets and an action plan to help you get started becoming the person you've always wanted to be. If you're ready to take your life in your own hands and start living a truer, more fulfilled life, purchase this book today!  
[Eight Steps Every Woman Needs to Create a Personal Brand Strategy for Success](#) Taylor & Francis  
 Everybody seems to be a photographer these days and there, undoubtedly, is an abundance of beautiful photographs nowadays. For professional, and aspiring photographers, it can be a daunting task to stand out from the crowd and grab an audience's attention. However, the good news is that there are possibilities to reach an audience and gain a following. Photographer Maurice Jager is an internationally-renowned headshot and portrait photographer. He has developed a method to build a clientele for his business. In his book, he offers a comprehensive, step-by-step process to identify, develop and

share your personal story, brand story, and how it captures an audience's attention. In addition to Maurice sharing how he consistently evolves his personal brand, the book also offers the stories of ten professional international photographers and how they've built their brands in a way that it has enabled them to reach their financial goals and live a fulfilled life. These stories illustrate the importance of aligning your passion for working behind the camera and the business of being a professional photographer. It offers readers a chance to see how successful photographers have built their business by being themselves in order to attract your target audience, to create a life in which you do what you love. As a result, there is no better time than now to start building your brand.

**Book of Branding** Bis Pub  
 Promote your business with clarity, ease, and authenticity. The *Human Centered Brand* is a practical branding guide for service based businesses and creatives, that helps you grow meaningful relationships with your clients and your audience. If you're a writer, marketing consultant, creative agency owner, lawyer, illustrator, designer, developer, psychotherapist, personal trainer, dentist, painter, musician, bookkeeper, or other type of service business owner, the methods described in this book will assist you in expressing yourself naturally and creating a resonant, remarkable, and sustainable brand. Read this book to learn: Why conventional branding approaches don't work for service based businesses. How to identify your core values and use them in your business and marketing decisions. Different ways you can make your business unique among all the competition. How to express yourself verbally through your website, emails, articles, videos, talks, podcasts... What makes your "ideal clients" truly ideal, and how to connect with real people who appreciate you as you are. How to craft an effective tagline. What are the most important elements of a visual brand identity, and how to use them to design your own brand. How to craft an exceptional client experience and impress your clients with your professionalism. How your brand relates to your business model, pricing, company culture, fashion style, and social impact. Whether you're a complete beginner or have lots of experience with marketing and design, you'll get new insights about your own brand, and fresh ideas you'll want to implement right away. The companion workbook, checklists, templates, and other bonuses ensure that you not only learn new information, but create a custom brand strategy on your own. Learn more at [humancenteredbrand.com](http://humancenteredbrand.com)  
[A Guide to Creating Brand Identity for Start-ups and Beyond](#)  
 Lorena Jones Books  
 My Exile Lifestyle is a memoir made of stories from the life of author, entrepreneur, and full-time traveler, Colin Wright. From his early years as an antisocial geek, to his high-flying career in Los Angeles, to his life as a wandering vagabond, Colin holds

nothing back as he talks about love, business, blogging, and culture through tales that span four continents. In the easy to digest style of storytelling that has made his other work such a success, Colin discusses life on the road and nothing is too taboo. Every epic, embarrassing, and awkward detail is covered with sometimes brutal honesty.

[From Individual to Empire](#) Brandingpays Media  
 Ever wonder what makes household names like Oprah, Ellen, or Beyoncé so powerful? It's all about influencer branding, and Laura Bull will tell you everything you need to know. Bull spent ten years with Sony Music Entertainment, becoming one of the company's youngest executives and spearheading artist development and marketing for globally recognized brands. She is an expert who specializes in transforming entrepreneurs into viable brands and teaching what it takes to become a powerful "influencer." Whether you are an artist, blogger, performer, politician, author, or thought leader, this book will change the way you think about your "brand" and your future. Bull marries positive psychological principles with traditional branding strategies and reveals her revolutionary Brand Matrix that will have you soaring past personal branding into the very different world of influencer branding. This intelligent, breezy read provides additional tools, exercises, and resources that offer real-world support to tackle your own engaging, competitive, and authentic brand identity. Entertaining examples from pop culture and politics round out this book that can truly take you from individual to empire. A consultant and speaker, Bull has been an adjunct professor since 2013 teaching disciplines in marketing and music business at multiple colleges and universities, including SMU's Temerlin Advertising Institute.

[Beloved Brands](#) Lorena Jones Books  
 Personal Branding for Entrepreneurial Journalists and Creative Professionals outlines and describes the complete process of building and growing a successful personal brand. Focused on the independent journalist or creative professional in the new digital marketplace, Sara Kelly gives readers the ability to create the sort of personal brand that not only stands out, but remains relevant for years to come. Features such as exercises and worksheets will guide readers in creating the various components of their personal brand, and case studies of real-world branding scenarios will allow readers to analyze the practical aspects of implementing a personal brand. Covering theory and practice, this text is a powerful resource for modern journalists, multimedia storytellers, and content creators hoping to ply their talents online and beyond.

[Build Your Own Brand](#) Peachpit Press  
 Creative Personal Branding The Strategy to Answer - What's Next Bis Pub  
*Theory, Research and Practice* Greenleaf Book Group

Steenkamp introduces the global brand value chain and explains how brand equity factors into shareholder value. The book equips executives with techniques for developing strategy, organizing execution, and measuring results so that your brand will prosper globally. What sets strong global brands apart? First, they generate more than half their revenue and most of their growth outside their home market. Secondly, their brand equity is responsible for a massive percentage of their firm's market value. Third, they operate as single brands everywhere on the planet. We find them in B2C and B2B industries, among large and small companies, and among established companies and new businesses. The stewards of these brands have a set of skills and knowledge that sets them apart from the typical corporate marketer. So what's their secret? In a world that is globalizing, but not yet globalized, how do you build a powerful global brand that resonates universally but also accommodates local nuances? How do you ensure that it is dynamic and flexible enough to change at market speed? World-class marketing expert Jan-Benedict Steenkamp has studied global brands for over 25 years on six continents. He has distilled their practices into eight tools that you can start using today. With case studies from around the world, Steenkamp's book is provocative and timely. Global Brand Strategy speaks to three types of B2C and B2B managers: those who want to strengthen already strong global brands, those who want to launch their brands globally and get results, and those who need to revive their global brand and stop the bleeding.

#### **Creative Personal Branding** Routledge

What is your brand? As a designer your success depends on how you brand yourself and the service you provide. This book will help you explore, develop, distill, and determine a distinctive brand essence, differentiate yourself, and create your visual identity. Build Your Own Brand is a guided journal designed to help you sketch, write, design, and conceive the way you brand yourself. More than 80 prompts and exercises will help you develop your: Personal brand essence Visual identity and style Resume and elevator pitch and much more! Whether you're trying to land a new job or launch a design business, let this unique guide light the way. You'll find helpful advice, interviews, and prompts from esteemed psychologists, creative directors, brand strategists, designers, artists, and experts from a variety of disciplines. Build your own brand today!

*Everyday Celebrity* Simon and Schuster

CEO Branding advances our understanding of the importance and impact that CEOs have on companies. In recent years, there has been a growing body of interdisciplinary literature on this powerful aspect of branding, and Fetscherin has invited a leading panel of international scholars and practitioners to contribute original chapters in their area of expertise. The book introduces the concept of the CEO as a brand, and outlines the "4Ps" of this branding mix – the CEO (person), personality, prestige (reputation), and performance. It discusses the CEO branding process, and demonstrates the many ways in which this 'human brand' affects the company in financial terms (such as performance, profit, and stock returns), as well as non-financial terms (reputation, trust, and firm strategy). The book also includes 'lessons learned' and many examples that illustrate how companies can measure and manage the CEO brand. This comprehensive, authoritative volume will give students, researchers, marketing and communication managers, and CEOs themselves a thorough understanding of all aspects of the CEO brand. A must read for any CEO who is serious about developing, managing and measuring their own brand. For more information, visit [www.ceobranding.org](http://www.ceobranding.org)

*Branding For Dummies* Lulu Press, Inc

You have life-changing gifts and talents for a reason, but not enough people know your name. It's time to make yourself and your work **VISIBLE**. Despite being incredibly hard workers who execute flawlessly on the job, many high achievers still struggle with self promotion. If you've been working hard for your employer, or delivering exceptional results for clients, you may think that your work should "speak for itself," and perhaps it should. But in the digital age, a great work product isn't enough anymore. In order to get the opportunities your skills have earned, you must do your part to share your story, your message and your skills with the world. You must build your most powerful personal brand. But how do you get going? In *Package Your Genius*, Littlejohn shares a powerful, proven framework for building a personal brand that continuously attracts business and career opportunities. You'll learn how to package your genius by discovering: what's keeping you from going after the recognition you crave how to achieve **CLARITY** on what you have to offer the world the five elements of personal brand positioning what you should share on social media to position yourself as an expert how to narrow down your brand and focus on your unique areas of opportunity the roles of social media, public speaking, content and media in personal branding how psychology plays a part in becoming more visible what to do when you feel your career,

business or brand no longer brings you fulfillment and much more Passed over for promotions? Overlooked by potential clients? Not on the radar of those who matter? If you're tired of feeling **INVISIBLE** in your industry, herein lies the process to position yourself as the expert you are. It's time for you to package your genius so you can create the opportunity you deserve!

Exisle Publishing

The indispensable guide to developing a personal brand, building an audience, and nurturing followers, by digital marketing thought-leader Cynthia Johnson. In the modern world, influence is everything and personal branding equals influence. Platform is the why-to, how-to handbook by top expert Cynthia Johnson for everyone who wants to develop and manage a personal brand. In Platform, Johnson explains the process of going from unknown to influencer by achieving personal proof, social proof, recognition, and association. Johnson herself went from an on-staff social media manager to social media influencer, entrepreneur, and marketing thought-leader in just three years using her process of accelerated brand development, continuous brand management, and strategic growth. Fans of #GirlBoss and #AskGaryVee, who wonder how their favorite influencers found their voices and built their audiences, will find the answers here and discover that the process is technical, creative, tactical, and much easier than they might have expected.

*Personal Branding for Photographers E-Book* Createspace

Independent Publishing Platform

**PICTURE THIS: A BOLD NEW BUSINESS STRATEGY DRAWN FROM TODAY'S HOTTEST VISUAL TRENDS** Scientific studies have shown that looking at pictures, drawings, and other graphics engage both sides of the brain--opening the "mind's eye" and business systems to new possibilities we might not otherwise see.

Frustrated by lackluster approaches to strategy, companies are combining illustrations and color with business strategy with phenomenal success. If you want to go beyond drawing on the back of a napkin, this book shows you how. *Picture Your Business Strategy* will help you master the principles of "strategic illustration," a proven system for visualizing ideas. Pictures and strategy come to life in the board, conference, or meeting room quickly, easily, and brilliantly. With just a few markers and paper, you can: Use pictures to restructure, reorganize, and rethink your business plan Draw lines between people, processes, and productivity Create new business possibilities through pictures and idea sharing Chart your progress with benchmarks and goal lines Create a project activity map that allows you and your team to see the big picture--and make it succeed Packed with clever drawing tips and simple templates to help you unlock your creativity, this inspiring book gives you everything you need to start bringing your big ideas to life. Developed by Christine Chopyak at Alchemy: The Art of Transforming Business, the book provides a fresh new business model for developing specific "seeable" actions that can be measured, tracked, and cascaded into other priority areas. There are so many practical, purposeful ways to use drawings in your everyday work environment, you'll wonder why you never did it before. Most important, you and your team will learn how to turn strategic illustrations into real-world results. Whether you're a boardroom doodler, corporate cartoonist, or Picasso for fun and profit, *Picture Your Business Strategy* will help you draw your way to success. "With this approach, organizations can create a cohesive and authentic understanding among teams that ultimately leads to increased motivation and bottom-line results. Chris shows us that drawing isn't just for kids, it's for leaders looking for a competitive advantage." --Tamara Kleinberg, serial entrepreneur and founder of TheShuuk.com "A brilliant piece of work that brings together the finite world of words with the infinite possibilities of pictures, taking strategic thinking and collective wisdom to a whole new level and presenting a more colorful way of imagining/imaging the future." -- Sabina Spencer, business strategist and author of *The Heart of Leadership*

*Stand Out* ASTD

How to combine magic and logic, creativity and business?

*Branding Pays* Currency

Why do consumers pay a premium for a Dell or Hewlett-Packard laptop, when they could get a generic machine with similar features for a lower price? The answer lies in the power of branding. A brand is not just a logo. It is the image your company creates of itself, from your advertising look to your customer interaction style. It makes a promise for your business, and that promise becomes the sticking point for customer loyalty. And that loyalty and trust is why, so to speak, your laptops sell and your competitors' don't. Whatever your business is, whether it's large or small, global or local, *Branding For Dummies* gives you the nuts and bolts know-how to create, improve, or maintain a brand. This plain-English guide will help you brand everything from products to services to individuals. It gives you step-by-step advice on assembling a top-notch branding team, positioning your brand, handling advertising and promotion, avoiding blunders, and keeping your brand viable, visible, and healthy. You'll get familiar

with branding essentials like: Defining your company's identity Developing logos and taglines Launching your brand marketing plan Managing and protecting your brand Fixing a broken brand Making customers loyal brand champions Filled with easy-to-navigate icons, charts, figures, top ten lists, and humor, *Branding For Dummies* is the straight-up, jargon-free resource for making your brand stand out from the pack—and for positioning your business to reap the ensuing rewards.

*The Art and Science of Personal Branding* Simon and Schuster Creating a brand identity is a fascinating and complex challenge for the graphic designer. It requires practical design skills and creative drive as well as an understanding of marketing and consumer behaviour. This practical handbook is a comprehensive introduction to this multifaceted process. Exercises and examples highlight the key activities undertaken by designers to create a successful brand identity, including defining the audience, analyzing competitors, creating mood boards, naming brands, designing logos, presenting to clients, rebranding and launching the new identity. Case studies throughout the book are illustrated with brand identities from around the world, including a diverse range of industries – digital media, fashion, advertising, product design, packaging, retail and more.

**Personal Brand Creation in the Digital Age** Blurb

The Business Skills Every Creative Needs! Remaining relevant as a creative professional takes more than creativity--you need to understand the language of business. The problem is that design school doesn't teach the strategic language that is now essential to getting your job done. *Creative Strategy and the Business of Design* fills that void and teaches left-brain business skills to right-brain creative thinkers. Inside, you'll learn about the business objectives and marketing decisions that drive your creative work. The curtain's been pulled away as marketing-speak and business jargon are translated into tools to help you: Understand client requests from a business perspective Build a strategic framework to inspire visual concepts Increase your relevance in an evolving industry Redesign your portfolio to showcase strategic thinking Win new accounts and grow existing relationships You already have the creativity; now it's time to gain the business insight. Once you understand what the people across the table are thinking, you'll be able to think how they think to do what we do.

**Make a Name for Yourself** McGraw Hill Professional

Globalization and social media have made the world smaller, more connected and infinitely more competitive. The world has changed. Have you? If you don't have the package that will take you to the next level of your career, you need to reinvent your personal brand. *BrandingPays™*, a practical guide to strategic personal branding, will help you refocus your skills and experience so you are the best candidate for the job, career and business opportunities that you long for. Perfect for MBAs, experienced professionals and entrepreneurs, the step-by-step *Branding Pays* methodology has been proven in *Fortune 500* companies and leading business schools. In this breakthrough book, author Karen Kang shows you how to: • Position yourself for the best opportunities • Stand out in a competitive market • Communicate your unique value • Develop clear and compelling messages • Put your "cake" and "icing" together for a strong brand • Leverage the influencers who can accelerate your reputation • Improve your personal brand attributes • Build your Brand Action Plan for online and offline success Overflowing with templates, charts and action lists that enable you to "Bake the Cake, then Ice It"---Kang includes inspiring real-life examples throughout the book, many from groups that are under-represented in top business leadership. No matter what challenges you face, *BrandingPays* will help you develop your recipe for successful branding.

*The Brand Called You: Make Your Business Stand Out in a Crowded Marketplace* Independently Published

A successful personal brand is based on authenticity. In *Digital You: Real Personal Branding in the Virtual Age*, branding pioneer William Arruda guides you to discover the questions that will help you uncover your brand and the methods to master delivering your unique brand value, both in person and virtually. Branding isn't about being famous, Arruda says; it's about being selectively famous.

*Platform* Springer

Presenting a scientific exploration of personal branding and digital communication, this ground-breaking book aims to fill a gap between theory and practice. Describing how social media can increase brand profiles online, it explains basic terms before investigating the cultural context for online personal branding. With a special focus on YouTube, the author provides a comparative analysis of two countries (USA and Poland) to open further avenues for research into this growing area. An essential read for management and marketing scholars, this study outlines and explores the evolution of media in the digital age from a business perspective, and offers a thought-provoking analysis for those interested in social media.

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