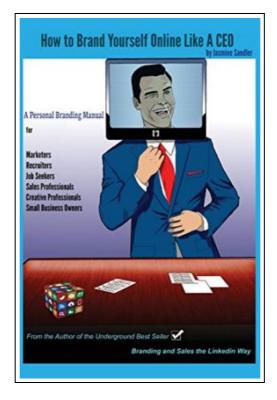
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HOW TO BRAND YOURSELF ONLINE LIKE A CEO: A PERSONAL BRANDING MANUAL FOR ANYONE SERIOUS ABOUT THEIR CAREER



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Createspace, United States, 2015. Paperback. Book Condition: New. Victor a Rojas (illustrator). 229 x 152 mm. Language: English . Brand New Book ****** Print on Demand ******. In a Digital world where selfies are the norm rather than the exception, developing, managing and maintaining a strong, authentic personal brand that aligns with your professional goals is a must. This holds true for anyone serious about their career whether you are a consultant, corporate executive, director, professional salesperson, musician, artist, designer, engineer, writer, recruiters, job-seeker or business owner. In this second Digital Marketing book in a series of Branding and Sales books by author, consultant and trainer Jasmine Sandler, How to Brand Yourself Online Like a CEO, the reader is given a manual on how to build, grow and protect an online brand that is geared towards total career success. In this manual for personal branding online, you will learn: *How to Identify Your Own Personal Brand *How to Position Your Personal Brand *How to Determine Your Brand Messaging *How to Commit to Your Personal Brand Content *How to Get Into the CEO Role There are also specific guidelines for each type of professional. This book is meant to be actionable. There are worksheets for you to complete, questions for you to answer and homework for you to do. So get ready to create your own powerful, engaging, inspiring personal brand online and learn How to Brand Yourself Online Like A CEO ABOUT JASMINE SANDLER Jasmine Sandler is passionate about Digital Marketing. She is even more passionate about helping people attain their professional goals and dreams. With over 15 years senior level Digital Marketing consulting, speaking, training experience, she knows a whole lot about using the web to drive business. She has made a practice of creating and nurturing powerful Personal Brands...



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