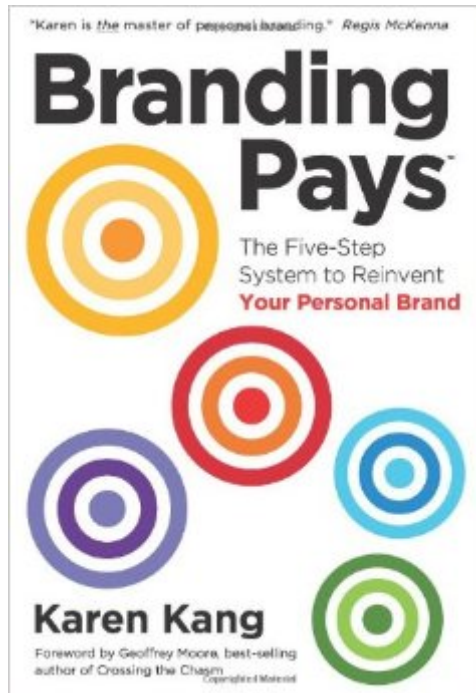


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# Branding Pays: The Five-Step System To Reinvent Your Personal Brand



## Synopsis

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 desire. Perfect for professionals, entrepreneurs and college students, the step-by-step BrandingPays methodology has been proven in Fortune 500 companies and leading business schools. Former Regis McKenna Inc. Partner Karen Kang builds upon concepts and techniques from the legendary marketing firm that created and launched the Apple brand.

## Book Information

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## Customer Reviews

When I mention branding to most small business owners or solo-preneurs, their eyes glaze over, generally followed with some comment about branding being for the big guys, like Coca-Cola or Toyota. The first lesson that Karen Kang, the author of Branding Pays, teaches is that we all - business owners, solo entrepreneurs, employees and prospective employees all have a brand. It might be helpful to look at branding in a different way. Instead of branding, think of how you are perceived by others. Branding is simply how others see us. Everyone has a brand. Some people choose to be pro-active about making sure their brand is a true reflection of who they are. If you fail to manage your brand, it is highly unlikely that others will always see the best in you. They can and will develop incorrect perceptions of who you are. As the title of the book says, Branding Pays. It

pays to be active and manage your brand. Ms. Kang discusses some common myths people have against being pro-active with their branding. Often you hear people say, "My work speaks for itself. People can and should judge me on my work." Unfortunately, that is simply not true. Often people never get a good insight into the results you produce. You must be pro-active in letting people know who you are and the good work you do. Ms. Kang goes on to discuss other myths and how believing in them can and will hold you back. The heart of the book is her five step process for building your own brand. According to Ms. Kang, there are two elements to your brand - these are the rational value you provide and the emotional value. She makes this much easier to understand by using a cake/icing metaphor. The cake is the substance - the rational value, while the icing is the emotional value.

## BRANDING PAYS: THE FIVE-STEP SYSTEM TO REINVENT YOUR PERSONAL BRAND

(BrandingPays Media) by Karen Kang is the perfect book to read if you're in the process of attempting to get to the next step of your career. The author, a well-known brand strategist and founder/CEO of her own personal branding company, shows how to do this by utilizing a step-by-step approach that's very easy to follow. In addition, she uses her own life-along with many other real-life examples-to show how this can be done. One key thing to keep in mind, she notes, is your elevator pitch.\* A perfect example of using an elevator pitch to take advantage of an unexpected opportunity is Jenna. Recently, she spotted a CEO of a biotech company eating alone in her local restaurant. She had worked with him briefly at her current firm when he was a senior vice president there, but she wasn't sure he remembered her. Armed with an elevator pitch that she had prepared in advance, she confidently introduced herself. The CEO asked her to sit down and they chatted about her current company and the industry for 15 minutes. When she rose to leave, she told him that if he ever had need for a senior corporate lawyer with strong commercial experience, she would be interested. He had her sit down again, and after another discussion, nearly offered her a job on the spot. Within two weeks, she got her dream job as an executive with this company. Jenna's compelling elevator pitch helped her make favorable impression that led to a great job offer. I also liked what Kang had to say about the use of social media:\* In social media, your avatar (a photo or illustration that is your personal visual identity) is synonymous with your brand.

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