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*LinkedIn for Personal Branding The
Ultimate Guide*

Let your reputation help your career. From
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recovering from a blunder to contemplating next steps, this guide helps you leverage your core values for career success.

What if there was a lead generation strategy or platform available online where you could literally wake up each morning to an inbox overflowing with fresh, hot leads?

What if around the clock you had a system

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that brought you qualified prospects looking to buy exactly the type of product or service you were offering? What if all of that happened without you having to leave your desk? What if this system, this new way of generating leads, freed you up to do the things you loved because it took less time, less expense and less effort than everything

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else you've ever tried? If you're interested in having that vision become a reality, then you need to read this book! Because I'm going to show you EXACTLY how I made more than \$135,000 in just 90 days using LinkedIn. I did it all by myself, and I did it all inside a tiny niche. This isn't some get-rich-quick scheme or "push a button and

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make money" type approach. Rather, it's about understanding how to enhance your personal brand, how to leverage LinkedIn's built-in advantages and how to apply the specific type of selling psychology that generates nonstop leads and customers when done correctly. The simple formula I'll teach you works in any niche, takes just a few

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minutes a day to apply and drives targeted, ready-to-buy prospects to your virtual front door. It doesn't matter what your experience level is when it comes to LinkedIn - literally anyone can do this! Find out RIGHT NOW just how easy it is! Inside This Book You'll Discover: - How to ensure your LinkedIn profile ranks #1 in your niche or industry. -

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How to instantly locate your ideal prospects on LinkedIn no matter what industry you're in. - How to engage your ideal prospects on LinkedIn by creating instant likability and trust. - How to create content on LinkedIn that establishes your credibility and attracts your ideal prospects - How to turn LinkedIn Groups into your own personal ATM

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Machine. - How to move new LinkedIn connections from prospects to paying customers as quickly as possible.

The fun way to create and maintain personal branding Distinguishing yourself from the competition is important in any facet of business. Creating a clear and concise image, reputation, and status in the

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professional world provides an edge, whether searching for a first job, exploring a change in career, or looking to be more viable and successful in your current career. Personal Branding For Dummies is a guide through the steps of creating and maintaining a personal trademark by equating self-impression with other people's

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perception. Personal Branding For Dummies covers everything you need to create your personal branding, including: using different organizations and associations to increase visibility and exposure to both clients and competitors; making the most of networking; tapping into Social Media outlets like Facebook, Twitter,

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and LinkedIn to showcase a personal brand; building a persona through websites and blogging; evaluating personal style and appearance; using conversation, negotiation, and sales techniques best suited to a personal brand; monitoring your brand reputation and successfully implementing feedback as it grows and develops, and

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more. Tips on utilizing Social Media to showcase your personal brand How personal branding can help advance your career Guidance on creating a clear and concise image With the hands-on, friendly help of Personal Branding For Dummies, you'll establish a professional presence and personal "brand" identity to keep yourself

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distinguished in the business world.>

*How to Use Digital and Social Selling to
Turn LinkedIn into a Lead, Sales and
Revenue Generating Machine*

*How to build your personal brand and
confidence*

*LinkedIn Organic Growth - Leads, Personal
Branding & Money*

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*How to Write a KILLER LinkedIn Profile
Personal Branding for Photographers E-
Book*

Personal Branding For Dummies

*Turn Your Online Business, Social Media
Agency Or Personal Brand Into a Money
Making Machine Using Facebook,
Instagram and LinkedIn - Best Strategies for*

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Beginners are Included

"Is your LinkedIn presence helping you to advance your sales, recruiting, or career opportunities? Are you confident in your personal brand and LinkedIn profile? In LinkedIn for Personal Branding:

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*The Ultimate Guide, Long shares how to uncover and present your unique brand and how to become a thought leader on LinkedIn." --
Online personal branding is a requirement for all professionals.
The common argument of the*

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experts is: you have a digital footprint - in social media and on the internet - so people are already making impressions of you. Take control of their perceptions. More importantly, you have an opportunity to proactively project

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your personal brand onto networks. Two other advantages of personal branding are that it forces you to be visionary of your career goals and helps you land favorable employment. This books shares a functional angle to personal

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branding that is refreshingly simpler than the traditional marketing angle. The definition of an online personal brand is the combination of a skill set, an aura, and an identity, and there is discussion where the concepts overlap.

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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

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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

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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.

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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

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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

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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.

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How to Increase Your Income Potential by Effectively Promoting Yourself on LinkedIn Learn what you need to do to create a great personal brand and LinkedIn profile. A great profile will lead to more leads and offers and

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potentially higher income. If you leave your LinkedIn profile the way it is now, no matter how exceptional you are, will you still be stuck in the same dull, unrewarding job or struggling daily to get leads for your business five years from today? Are

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*you happy working in the same
unsatisfying, underpaying job day
after day, or desperately and
usually unsuccessfully attempting
to find people who are interested in
your products and services? Or
would you prefer to have job*

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opportunities and business leads come to YOU, offering to employ YOU or pay YOU money, by learning to write your own LinkedIn profile that attracts the right people directly to your inbox? Richard Lowe Jr, Senior Branding Expert,

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explains personal branding and how it helps establish you as an expert in your area. This leads to more leads, more offers, and potentially higher income. Don't let another day go by without taking action to solve your problem. Get

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Skill Set, Aura, and Identity

Create a Personal Brand on

LinkedIn? to Make More Money,

Generate Leads and Find

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Employment

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*Ten Steps Toward a New
Professional You*

*How to Become a LinkedIn Rock
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The Copywriting Bible

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Are you getting the results that you want from your LinkedIn® profile? If not, this book is for you. Brenda Bernstein provides you with 18 detailed

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strategies and writing tips, plus 7 bonus tips, that will teach you how to get found on LinkedIn®, and how to keep people reading after they find you.

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Using LinkedIn® to its full potential can lead you to results you never imagined.

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Effectively Promoting

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Learn How to Write Your
LinkedIn Profile That
very Nearly Guarantees
More and Better
Connections, a stream of
Job Offers and Leads for

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Your Business If you leave your LinkedIn profile the way it is now, then chances are no matter how exceptional you are, you will still be stuck in the same

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dull, unrewarding job or
still struggling daily
to get leads for your
business five years from
today. Are you happy
working in the same
unsatisfying,

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underpaying job day
after day, or
desperately and usually
unsuccessfully
attempting to find
people who are
interested in your

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products and services?
Or would you prefer to
have job opportunities
and business leads come
to YOU, offering to
employ YOU or pay YOU
money, by learning to

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write your own LinkedIn
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directly to your inbox?
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employers that didn't care and wouldn't reward good and competent service. I remained in jobs for years, sending out thousands of resumes, hoping that

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someone would recognize my value. To make more money, I tried creating my own services and products and desperately searched for ways to market them. I must have

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tried hundreds of different marketing and promotional methods, with limited and mixed success. What pulled me through was lots of study, specialized

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training, and practice.
More importantly, I
believed in myself and
the value I could
provide to employers and
customers for my
products and services.

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At first I was happy to find a new client now and then to make some extra money. But later, I learned how to promote myself effectively and those customers started

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to come to me. Instead of wasting time, day after day, fruitlessly searching, they sent me emails asking, no demanding, my services and employment. Once you

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understand the unique importance of LinkedIn, you have found one of the best ways to get employers and clients to come to you. Increase your qualified leads by

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targeting your LinkedIn
to the right audience
Decrease the time you
spend fruitlessly
searching for anyone who
will buy your products
or services, or offer

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you a position in their company. Explode the size of your professional network by spending as little as a few hours optimizing your professional brand

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on LinkedIn By defining your personal brand and writing an effective message, you can effectively grow a professional network which looks to you for

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answers. A well-written LinkedIn profile can lead you to an increase in business or job offers several times the current level Increase your earnings while

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reducing the time you
spend with unqualified
leads and employers.

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by without taking action
to solve your problem.

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handbook—completely
revised and updated,

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including tips for the
mobile app ?Many
LinkedIn books focus
solely on creating a
killer profile. But
LinkedIn is not a
spectator event. You

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can't just show up and wait for people to come to you. LinkedIn is a professional networking community, and opportunities abound to make real money and

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advance your career. In addition to helping you create a magnetic, professional profile, this book will show you how to develop a comprehensive strategy

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for achieving your
business and career
goals. Over 100,000
professionals have
already used
Breitbart's LinkedIn
secrets to land

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lucrative new customers
and top-notch employees,
grow their businesses
and brands, and find
great new jobs. And most
people have only
scratched the surface of

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LinkedIn's potential.
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LinkedIn Success will
help you: • Set yourself
apart from the LinkedIn
masses and build a
powerful professional

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network • Attract and
engage with people who
need your products,
services, or skills •
Locate the right people
for business
partnerships and revenue

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opportunities • Discover
insider information
about employers,
customers, and
competitors • Find a
great new job—many times
when you're not even

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looking for one!

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guide to mastering it!

In this bestselling
Introduction to Personal
Branding you will get a
short crash course (the
book should take less
than an hour to read or

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listen to) on what personal branding is, how to take your first steps toward perfecting your personal brand, and you will learn some actionable tactics you

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can employ immediately
in order to start
becoming more memorable
within your career niche
and grow your
network. These actionable
steps include advice on

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how to take the perfect
profile photo, how to
think about your
professional purpose,
how to optimize your
LinkedIn profile, how to
optimize your social

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media presence for
search engines like
Google and Bing, how to
craft a personal
branding statement, how
to analyze your
competitors across

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social media so you can
make your brand
differentiate from
theirs and how to be
social by
design. Personal Branding
is the practice of

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defining your
professional purpose and
being able to articulate
your experience and
value to your target
audience through digital
media and social

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channels like blogs, Twitter, Facebook and LinkedIn. It is also a crucial discipline to help you get the most out of in-person events such as conferences and

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networking opportunities
where the key to a
successful outcome often
lies in your personal
brand standing out. Given
the explosion in use of
digital and social media

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over the past few years,
the internet has
presented professionals
with a magnificent
opportunity to help
their expertise become
more discoverable,

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sharable and memorable
through their personal
brands. Personal Branding
Benefits Your Business
by: * Establishing
Credibility & Thought
Leadership* Growing Your

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Attracting New
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Training Managers who want to understand personal branding to help train employees on social media branding and social selling.* PR Agencies & Exec Comms

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Managers who need
inspiration and training
on personal branding
strategies for their
clients, CEOs, or
themselves. About Mel
Carson Mel Carson is

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Founder of Delightful
Communications and
former Digital Marketing
Evangelist at Microsoft.
He speaks and writes
about personal branding
at conferences and for

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publications all over
the world. He previously
co-wrote *Pioneers of
Digital: Success Stories
from Leaders in
Advertising, Marketing,
Search and Social and*

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has had his wisdom featured in Forbes, Fast Company, GQ, QZ.com, USA Today and he regularly writes as a business columnist for Entrepreneur.com. For

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more on Mel Carson visit
: <http://www.MelCarson.com>
m<http://www.DelightfulCommunications.com>

Reviews: "Mel Carson is a
gifted storyteller." -
Forbes "I wish that I had

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Mel Carson's guide when I had to re-invent myself several years ago."Jason Miller - Global Content Marketing Leader at LinkedIn"Mel distils and concentrates

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his branding advice to create a lean, efficient book that doesn't waste time getting to the good stuff. This is one of my new favorite instruction manuals for personal

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branding is a lightning-fast read full of practical advice to get you up and running."

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and not just for those starting to build their own brand. The book is also suitable for those that already have a brand because there are some elements you might

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not have thought about."

Bas Van Den Beld - State
of Digital"Mel Carson is
a gifted digital
storyteller who lives &
breathes our belief that
all marketing and PR

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should be social by
design" Carolyn Everson,
VP of Global Marketing
Solutions at Facebook
An Unofficial, Step-by-
step Guide to Creating &
Implementing Your

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LinkedIn Brand : Social
Networking in a Web 2.0
World

Guide To Using LinkedIn
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Business, Brand, and Job
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LinkedIn Made Simple
The Windmill Networking

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Approach to

Understanding,

Leveraging & Maximizing
LinkedIn

And 18 Mistakes to Avoid

*The indispensable guide to
developing a personal*

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*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.*

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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

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*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*

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*influencer, entrepreneur,
and marketing thought-
leader in just three years
using her process of
accelerated brand
development, continuous
brand management, and*

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*strategic growth. Fans of
#GirlBoss and
#AskGaryVee, who wonder
how their favorite
influencers found their
voices and built their
audiences, will find the*

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answers here and discover that the process is technical, creative, tactical, and much easier than they might have expected.

Praise and Reviews 'Jam-packed with solid, sensible

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*advice on all aspects of self-
presentation.'*

*SPRINGBOARD 'A wealth of
practical advice helpful to
people at all levels in
business.'* **BUSINESS**

FRANCHISE 'This essential

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book gives readers the edge they need to succeed in their career. ` THE WEEKLY TELEGRAPH ` a good reference source to help all trainers determine and develop their personal

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brand` TRAINING

JOURNAL, April 2003

*Successful brands are
always remembered.*

*Likewise personal branding
has to be strong if a
candidate or employee is to*

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succeed. Personal image and interpersonal style can have a powerful influence on the development of any career. Build Your Personal Brand provides guidance on making the right impact in

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any professional situation. Packed with tips, tools and techniques on making the right use of your dress, voice and body language, it helps you to get it right. Topics covered include:

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*communicating effectively;
projecting a professional
image; organising your
business wardrobe;
packaging your personality;
identifying your personal
style. Neatly combining*

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*practical exercises with
expert advice, this essential
book gives you the edge you
need to succeed in your
career.*

*Your online presence
matters more than ever in*

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*today's global workplace.
Professionals are logging-in
to LinkedIn in record
numbers, so your profile
needs to represent you in
the best possible light
before and after a meeting*

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Ultimate Guide is the
leading strategic guidebook
that most uniquely connects
personal branding to the
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book provides a comprehensive view of personal branding using LinkedIn's profile, content sharing, and thought leadership capabilities. Additionally, Long has

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assembled a useful set of "How To" advice links that are available on a companion website. The website provides many resource pages and links related to each chapter.

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Guide is the ONLY LinkedIn
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Provide an integrated
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LinkedIn strategy needed for today's professionals - in a Full Color book. - Provide additional "how to" elements in a companion website so you can click over to see detailed instructions and

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keep updated. - Provide dozens of examples and case studies from real LinkedIn users. - Provide several "personas" and other prompts to help you write the best possible summary.

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*LinkedIn For Personal Branding will help you to: -
Select and prioritize the best personal brand attributes for you, your career and business. - Be considered for more strategic assignments*

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*and business opportunities. -
Create an authentic,
personal, and impressive
profile that demonstrates
expertise without appearing
to brag. - Consider all the
ways you can demonstrate*

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*your personal brand -both
offline and online- and how
they work together. - Be
found online > increase the
likelihood of being contacted
by recruiters and sales
prospects. - Select the most*

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memorable words, images, skills, and links. - Learn best practices for each profile section (and also see real examples). - Write the most strategic and impactful headline and summary. -

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*Give and receive more
endorsements and
recommendations. - Become
a thought leader. - Find and
Share content with your
network . - Blog using the
LinkedIn Publisher*

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*functionality. - Leverage
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Company pages. - Measure
your progress. - And much
more. This book is perfect
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developing their personal*

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business opportunities.*

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and being fired from his job
to becoming a Singaporean
citizen and LinkedIn's most*

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author. This is about his
journey of how LinkedIn
changed Chris J Reed's life
and how to make other*

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*entrepreneurs into LinkedIn
Rock Stars. Chris loves to
share his entrepreneurial
journey and how he became
both famous and infamous
through the power of
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hacks, and lessons he shares in this, his fourth best-selling book, anyone can use to achieve their own Rock Star success. Whether you're an entrepreneur, CEO, job seeker, graduate,

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keynote speaker, someone seeking to move country or get a promotion, or maybe you wish to enhance your personal brand, become a thought leader, or win new clients, new funding, or new

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employees—you can do everything on LinkedIn that you wish and achieve your professional goals. This book is the culmination of over a decade of Chris's experience of using LinkedIn globally to

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find clients both for himself through his acclaimed firm, Black Marketing, and for his clients across the world. This book incorporates the best of his three previous international best-selling

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and Social Selling Mastery
for Entrepreneurs, as well as
updates on all the tips and
advice, so you, too, can*

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*become a LinkedIn Rock
Star.*

*How to grow your personal
brand*

Being You

*By the Only CEO with a
Mohawk, Chris J Reed*

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*Personal Branding Mastery
for Entrepreneurs*

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Focus on LinkedIn

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social selling With the impact of COVID, remote working has become big, and so has the use of digital/virtual sales tools. More sales teams want and need to understand how to use social media platforms like LinkedIn to sell, and most do not use it

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properly. The Ultimate LinkedIn Sales Guide is the go-to book and guide for utilizing LinkedIn to sell. It covers all aspects of social and digital selling, including building the ultimate LinkedIn profile, using the searching functions to find customers, sending effective

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LinkedIn messages (written, audio & video), creating great content that generates sales, and all the latest tips and tricks, strategies and tools. With the right LinkedIn knowledge, you can attract customers and generate leads, improving your sales numbers

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from the comfort and safety of your computer. No matter what you are selling, LinkedIn can connect you to buyers. If you're savvy, you can stay in touch with clients and generate more repeat sales, build trust, and create engaging content that will spread

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by word-of-mouth—the most powerful sales strategy around. This book will teach you how to do all that and more. In The Ultimate LinkedIn Sales Guide you will learn how to: Use the proven 4 Pillars of Social Selling Success to improve your existing LinkedIn

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activities or get started on a firm footing Create the Ultimate LinkedIn Profile, complete with a strong personal brand that could catapult you to industry leader status Generate leads using LinkedIn, then build and manage relationships with connected

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them into more than fifty ways to earn income. These second acts range from the traditional (part-time employment, consulting) to newer Internet-based options (teaching online, writing a blog). With a prescriptive approach to securing second-act careers that

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retirement on your own terms
and in your own way.

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LinkedIn has over 675 million
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simply cannot ignore this network of opportunity. It all starts with setting up your LinkedIn profile. But which parts of the profile are most important to fill out and how should you approach it? And when the profile is set and done, then what? While most people

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have a profile, few are active users, which is a lost opportunity. Think about it: How often do you post something on LinkedIn that provides value for your network? Are you making sure that you are positioning yourself as the thought leader when questions

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expanding your brand through social media, online job boards, and communities, using the tried and true methods that are the foundation of personal branding. Marketing your skills and personality, and showing the rest of the world who

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professional presence with a clear and concise image, reputation, and status is a must, whether you're a new grad or an accomplished executive. Personal marketing has never been more important, and your personal brand should

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businesses. Chris covers all aspects of personal branding for entrepreneurs including what it is, why you should have it, his personal brand story, ups and downs of having a personal brand, why you need to be more American and less

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English or Asian in your personal branding. Chris will also cover what elements of his disruptive DNA have enabled him to accentuate his own personal brand in his entrepreneurial journey. Chris also covers how LinkedIn is the

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foundation for your personal brand but that it should also be communicated everywhere else from your YouTube to your Wikipedia, your thought leadership outside of LinkedIn to winning awards, getting up on stage and speaking to having

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your own book. Chris will discuss how you dress and how you look affects your personal brand, both positively and negatively, why great entrepreneurs like Richard Branson, Elon Musk, Steve Jobs and Bill Gates all have great but divisive

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personal brands but without them, their respective companies would be nothing. Chris will also discuss David Beckham, Gareth Emery and Prince and what made their personal brands so effective and influential in succeeding in what they do. Chris will

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