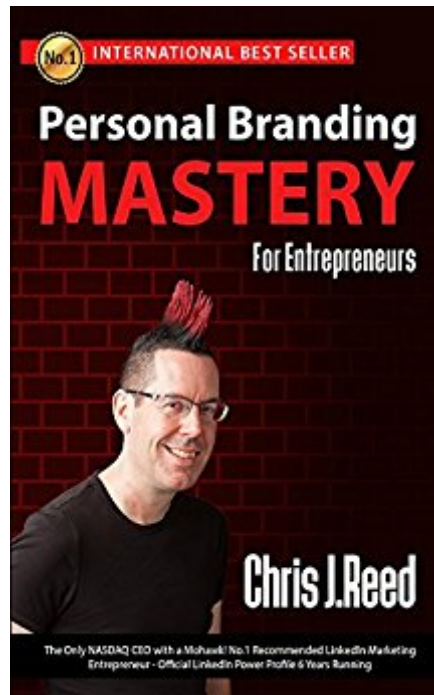The book was found

Personal Branding Mastery For Entrepreneurs

Synopsis

From the No.1 International Best Selling Author Chris J Reed, "The Only NASDAQ CEO with a Mohawk!, comes his new book, "Personal Branding Mastery for Entrepreneurs". In it, Chris will tell you all about how you, as an entrepreneur, can develop your personal brand beyond LinkedIn. You are an entrepreneur, your personal brand is what everyone is buying into. Your clients, your shareholders, your employees, your partners, the media...future clients, employees, investors...they are all buying into the power and values of your personal brand. That's why you need to start working on it now. In this new book, Chris will talk from his own personal experience on how he created a personal brand from nothing and knowing no one when he left the UK and came to Singapore to become an Asian entrepreneur. Chris will show how he became the "Only NASDAQ CEO with a Mohawk!" and how this personal brand has transformed his 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 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 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 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 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 share personal branding tips from The Joker, Breaking Bad, Darth Vader, American Psycho and The Godfather that you can put into putting into practice yourself to enhance your own personal brand.This new book Personal Branding Mastery for Entrepreneurs will give you all the tips, lessons and help that you need as an entrepreneur to create, manage and enhance your own personal brand to enable you to achieve all of your professional objectives. What is The Dark Art of Marketing?--Personal Branding for Entrepreneurs: http://www.thedarkartofmarketing.com The Dark Art of Marketing â " Personal Branding for Entrepreneurs, will transform your personal brand to Rock Star status.

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