

# Master the Brand Called You: The Proven Leadership Personal Branding System to Help You Earn More, Do More and Be More at Work



Are you the brand of choice in your workplace? The worlds most successful brand names inspire loyalty and trust. You rely on them again and again for their quality, innovation, and performance. What would it mean for your career, your job satisfaction, and your income potential if your boss, colleagues, and customers felt the same about you? This groundbreaking audiobook provides you with the only start-to-finish system for defining, communicating, and taking control of your leadership personal brand at work, whether you are leading yourself or leading others. Modeled after proven big-brand marketing methods, Master the Brand Called You guides you step-by-step through corporate branding techniques never before adapted for personal use. You will learn how to: Identify the six essential positioning elements that define your leadership personal brand Master the five everyday activities that most clearly communicate your brand as a leader Avoid the top 20 Leadership Personal Brand Busters that could keep you from success Increase both your earning power and your job satisfaction Build on-the-job trust and loyalty in you

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