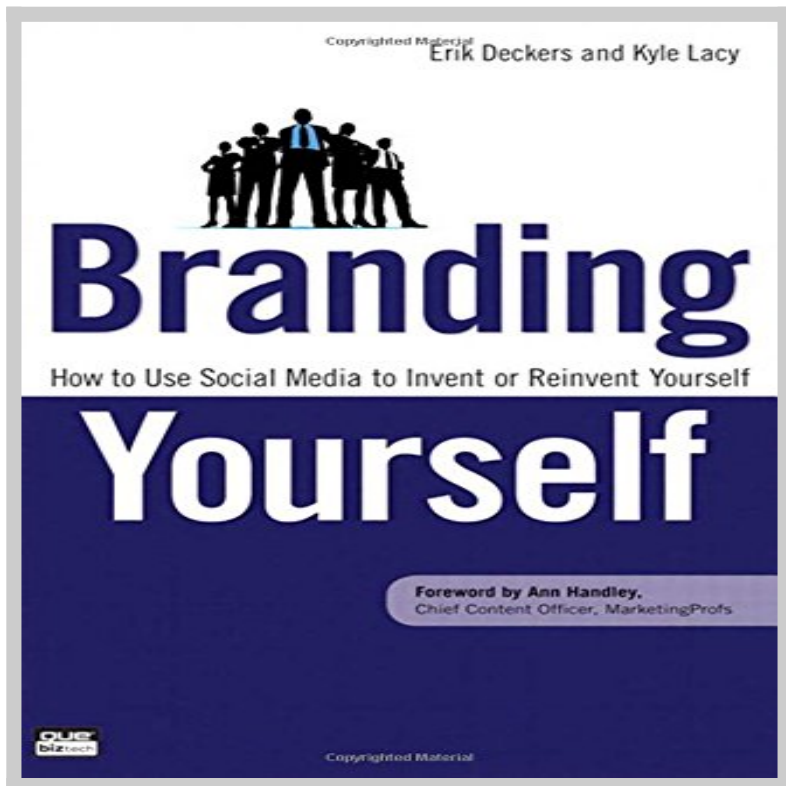


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Branding Yourself Social Reinvent Biz Tech Book Preview

Use Social Media to Build a Great Personal Brandâ€”and a Great Career!

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Need to demonstrate more value to customers or employers? Want a new job or career? Use social media to build the powerful personal brand that gets you what you want! In *Branding Yourself*, two leading social media consultants show how to use todayâ€™s social media platforms to attract new business and job opportunities youâ€™ll never find any other way. Erik Deckers and Kyle Lacy show you how to supercharge all your business and personal relationshipsâ€”demonstrate that you are the best

solution to employersâ€™ or partnersâ€™ toughest problemsâ€¦become a recognized thought leaderâ€¦and translate your online network into great jobs, great projects, and a great career!

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Discover how to:

â€¢ Build an authentic storyline and online identity that gets you the right opportunities

â€¢ Choose the best social media tools for your personal goals

â€¢ Blog your story boldly and effectively

â€¢ Promote your events, accomplishments, victoriesâ€¦and even defeats and lessons learned

â€¢ Integrate online and offline networking to get more from both

â€¢ Reach people with hiring authority and budgets on LinkedIn

â€¢ Use Twitter to share the ideas and passions that make you uniquely valuable

â€¢ Launch an online branding program that really gets noticed

â€¢ Avoid â€œkillerâ€• social networking mistakes

â€¢ Leverage your online â€œexpertâ€• status to become a published author or public speaker

â€¢ Measure the success of your social media branding

â€¢ Get new projects or jobs through your online friends and followers

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