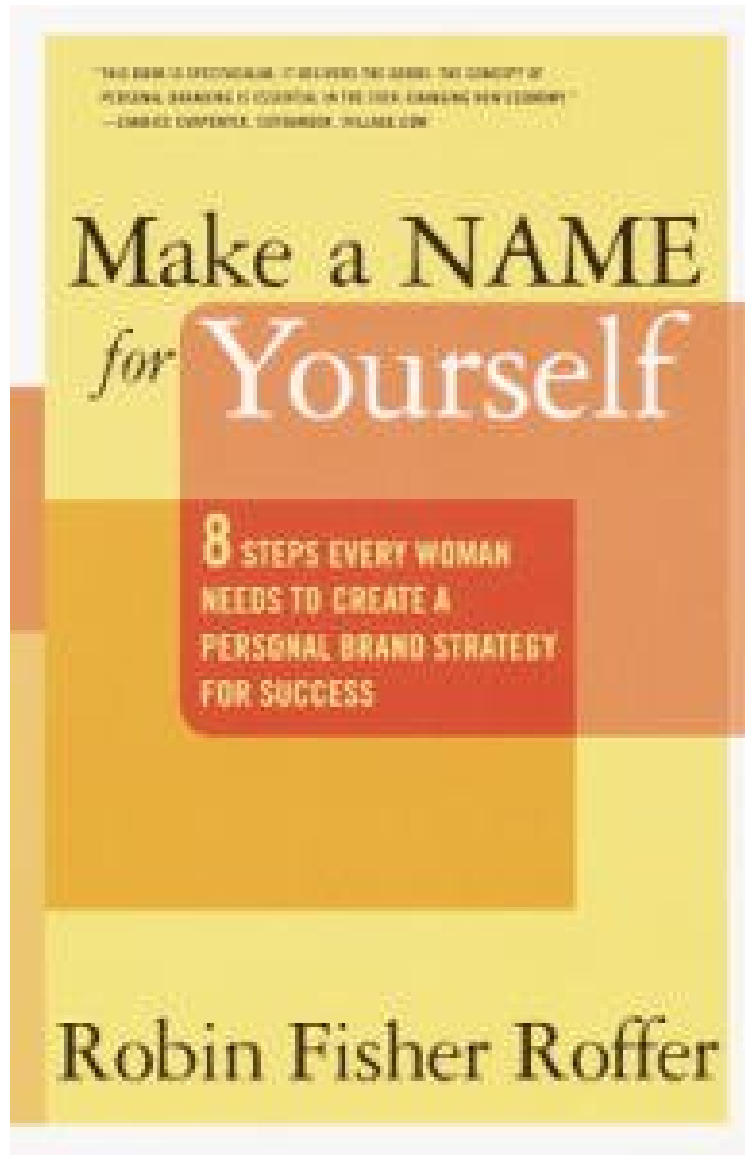


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Make a Name for Yourself: Eight Steps Every Woman Needs to Create a Personal Brand Strategy for Success

Robin Fisher Roffer

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Robin Fisher Roffer : Make a Name for Yourself: Eight Steps Every Woman Needs to Create a Personal Brand Strategy for Success before purchasing it in order to gauge whether or not it would be worth my time, and all praised Make a Name for Yourself: Eight Steps Every Woman Needs to Create a Personal Brand Strategy for Success:

36 of 36 people found the following review helpful. Worth its weight in gold!By Carole PI love this book. I couldn't

read it fast enough the first time--it is well written, well organized, and easily understood. There are many useful examples of women who have successfully branded themselves using a variety of strategies. The 8 steps suggested by the author for defining your personal brand identity are within anyone's grasp. That's the beauty of the book--you don't need a big hunk of startup capital, you don't need a PhD, you don't need to aspire to a six figure income. Anyone can jump RIGHT IN and use the principles today. I have begun the process and find it very do-able even in the context of an insanely busy life. It is forcing me to think more clearly about my business goals and really define what I am offering to my customers. It is equally applicable to someone on a career path within a company as it is to a small business start-up like mine. Highly recommended...wish I could give it 25 stars. Amongst all the business books out there, this one provides the missing piece that can really help you differentiate what you offer to your employer or customer and maybe more importantly--the value or benefit THEY perceive will come from working with you.² of 2 people found the following review helpful. Couldn't wait to share with other recent grads!By Economista2beI bought this book after I started working in marketing for a large and recognizable brand name straight out of college. I was never really interested in marketing (especially for a product im not interested in, no matter how big it is),but I took the job after I discovered working in my true passion (international development) required a masters degree, and the masters programs I wanted to go to required at least 2 years work experience. Anyway, I was spending my days in marketing, reviewing "brand plans" and I thought I want to make my own brand plan. I want it to be completely true and reflective of me, well thought out,complete with pictures and everything. I read a few reviews and decided I wanted to get this book to help me. I bought 4 and gifted the others to my sisters and bestfriend. I was so excited as I read the first chapter and addressed the questions. I didn't write anything down but just flew through the first chapter. (She summarizes all the questions that you need to address at the end of each chapter).Then I realized, I am 23, I'm not in the field I want to work in (in fact I planned to quit after 10 months which is now 2 months away(cant wait)), I need to get my brand together NOW, before I make anymore major decisions in my life. (GMAT vs. GRE? Volunteer overseas for 2 years? Which countries? long-distance relationship? etc.) Anyway, I started posting updates about the book to facebook and I realized I should just get a group of recent graduates/young professionals together and we can do these exercises together. As soon as I get 5 likes/comments I am creating a group and we will go through all of the questions together. Im so excited to be doing this reflection. This book is definitely a big help and I think it would be a perfect gift, especially for young women.³ of 4 people found the following review helpful. Not useful for the solopreneur or SOHO or small business ownerBy Jennifer A. HoffmanThis book needs to be updated with more current information. It describes Ms. Roffer's experience providing branding services for big name companies, strategies that do not translate well for the solo preneur or small business owner. I could not tell whether she was promoting her experience, her coaching services, or just her own gift for creating great brands. I didn't find it helpful or useful; it may have been without the self promotional hype. As far as guiding steps, Ms Roffer doesn't write for the SOHO or small business owner, and her information was outdated for 2013, when I first read the book.

With a new edition available on Audible, one of America's leading brand strategists shares her step-by-step program for creating an unforgettable identity in today's marketplace.Do you ever go to work and think to yourself "there must be more?" Or feel that your true talents and abilities aren't being utilized, or even recognized? Are you a freelancer or entrepreneur who isn't sure how to rise to the top in today's competitive environment? Wouldn't it be empowering to be able to work in a field you feel passionately about and be successful and well paid?nbsp;

From Publishers WeeklyA marketing consultant for Web sites and television networks, Roffer applies the principles of brand-building to the popular self-help imperative to create a personal "mission statement" in this up-to-the minute career strategy guide. "Branding for people is about finding your 'big idea,' the core you, and putting it out in the universe to fulfill itself," she says, citing Oprah, Martha Stewart and Madonna as examples of women whose professional "brand name" is immediately recognizable and definable, and the cornerstone of their success. By breaking branding into eight steps (such as "dig deep to unearth who you are"; "go after your target audience with a vengeance"; and "recruit a squad of brand cheerleaders"), Roffer clearly guides her readers through the same process and exercises she uses in developing marketing identities for her clients. Whether a woman's goal is to scale the corporate ladder or to launch her own business, Roffer's lessons on developing a thick skin, creating a no-fear zone, handling professional jealousy ("never play the victim in business") and having a professional coach or mentor will resonate. Agent, Barbara Lowenstein. (Jan. 2) Copyright 2000 Reed Business Information, Inc.From the Inside FlapOne of America's leading brand strategists shares her step-by-step program for creating an unforgettable identity in today's marketplace.For any woman who has ever gone to work in the morning and thought "there must be more," branding expert Robin Fisher Roffer reveals the eight surefire steps for developing a unique, personal brand strategy for success by identifying your extraordinary attributes, thinking about your values and passions, and learning how to use them to build a successful and fulfilling professional life. Whether you're starting out in the workforce, beginning your own business, changing careers, or trying to make it in the corporate world, Roffer will help you to uncover a focused direction for your career that celebrates "you.About the AuthorAn international brand strategist, Robin Fisher

Roffer is the president of Big Fish Marketing, Inc., and Fishnet in Los Angeles, and Little Pond Productions in Atlanta. Roffer's prestigious client list includes MTV, Bloomberg, Fox Cable Networks, Columbia TriStar International Television, Lifetime, Univision Networks, Sony, Discovery Networks, Hallmark Channel, and The History Channel. An acclaimed speaker on the topics of corporate and personal branding, Roffer lives in Los Angeles with her husband and daughter.