



## **PRESS RELEASE**

Contact:  
Alexander Rolette  
(xxx)xxx-xxxx  
[a.xxxxxxxx.xxx@xxxxxxx.xxx.edu](mailto:a.xxxxxxxx.xxx@xxxxxxx.xxx.edu)

## **FOR IMMEDIATE RELEASE**

### **THE OPPORTUNITIES AND THREATS OF PERSONAL BRANDING, AS TOLD BY TWO ACCOMPLISHED BUSINESS PROFESSIONALS**

ORLANDO, FL, February 2, 2016 – Brand Aid, the collaboration of Larry G. Linne, the CEO of Intellectual Innovations and Stikins International, and Patrick Sitkins, CEO of Adaptive Inbound Marketing Solutions, is a book that is redefining what it means to have a personal brand. This book asks its readers to take a look at their personal brand as an extension of who they are, and how they desire to be perceived. The book describes the actions that one takes as elements of how their brand is represented, from how people perceive you based on your actions in public to what people will see searching your name on Google. After all, defining a brand is all in how one influences what others think. The examples provided are typically culled from the authors' own personal experiences and are presented as pedestrian actions, such as how people perceive blindness or a relationship status change rather than the more exclusive challenges of their own business lives. These examples, along with the shorter length of the book, make it more accessible to a wider range of readers, which is important because the need to ensure one is being represented as they desire to be has never been more important. This is especially the case considering that 78 percent of decision makers search salespeople online before meeting with them. Fortunately, this book is the handbook that professionals have been waiting for to ensure that their personal brand is exactly how they want it to be.

---

---

For more information on the book and where to purchase it, please visit  
[BrandAidBook.com](http://BrandAidBook.com).