



How to Brand Yourself Online Like a CEO: A Personal Branding Manual for Anyone Serious about Their Career

By Jasmine Sandler

Createspace, United States, 2015. Paperback. Book Condition: New. Victor a Rojas (illustrator). 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.In a Digital world where selfies are the norm rather than the exception, developing, managing and maintaining a strong, authentic personal brand that aligns with your professional goals is a must. This holds true for anyone serious about their career whether you are a consultant, corporate executive, director, professional salesperson, musician, artist, designer, engineer, writer, recruiters, job-seeker or business owner. In this second Digital Marketing book in a series of Branding and Sales books by author, consultant and trainer Jasmine Sandler, *How to Brand Yourself Online Like a CEO*, the reader is given a manual on how to build, grow and protect an online brand that is geared towards total career success. In this manual for personal branding online, you will learn: *How to Identify Your Own Personal Brand *How to Position Your Personal Brand *How to Determine Your Brand Messaging *How to Commit to Your Personal Brand Content *How to Get Into the CEO Role There are also specific guidelines for each type of professional. This book is meant to be actionable. There...



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