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Storytelling About Your Brand Online Offline: Effectively Message Your Online (using Social Media Such as LinkedIn, Facebook, and Twitter) and Offline Brand Through Elevator Pitches, Storytelling, and Personal Narratives.

By Bernadette Martin

HAPPY ABOUT, United States, 2010. Paperback. Book Condition: New. 213 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****. In her book, Bernadette Martin, the Storytelling Sage, expertly fuses personal branding with storytelling to help people and corporations access their most compelling stories to strengthen their brands. -- William Arruda, President, Reach Personal Branding As neurological research confirms, storytelling is a powerful communicative tool. In her new book, Personal Branding Strategist, Bernadette Martin demonstrates how stories have transformed corporate images as well as professionals careers. From Storytelling 2.0 or Digital Storytelling, to interviews with experts to the Branded Bio tool, Martin guides you in developing your own compelling story and then covers the gamut of online and offline opportunities available to reach your target and impactfully market the Brand Called You. Using this book, professionals and executives of all types, entrepreneurs, consultants, musicians, academics and students will undergo a personal branding process. Uncovering, clarifying and communicating what makes them unique, understanding their attributes, strengths, values and passions, they ll craft the stories that give new life to their careers. finding the most

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