



Big Brand Theory Applied to Personal Life

If there is a person who can teach you how to define and create your personal brand, that person is master marketer *Jim Joseph*. The bestselling author of *The Experience Effect* has now turned his attention to building that most precious of all brands -- you. In an economy where so many people are struggling, trying to recreate themselves and build new skillsets, the value of a personal brand becomes paramount. As we market ourselves for new careers or take ourselves in new directions, we need to think of ourselves as a brand. *What are we projecting? How do those qualities, traits or experiences that we project create a brand that works for us? In other words, how do we create a **Personal Experience Effect**?*



Jim Joseph

► Get your own customized edition of *The Personal Experience Effect!*

- Insert your personalized letter inside the book
- Make a statement that will be heard and remembered

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► More about the Book:

Peppered with relevant examples, the book defines what it means to be a brand. The choices we make, their rational and emotional components, the energy we expend towards their projection...all these and more go into creating our personal brands. How do we keep it all conscious and consistent? A personal brand, like any good brand, needs to be consciously managed and controlled. Occasionally, as with corporate brands, a measure of fire-fighting may be required. This book shows us the what, the why and the how.

With inspiring examples and attention to detail, *The Personal Experience Effect* shows you how to win support to define, build, and nurture your personal brand. *Jim Joseph's* eminently readable book helps you **Be Who You Want To Be**.

Want More Info? Contact the Author or your Happy About Sales Representative

<http://www.happyabout.com/personalexperienceeffect.php>