

Are YOU™ the brand of choice in *your* workplace?

The world's most successful brand names inspire loyalty and trust. You rely on them again and again for their quality, innovation, and performance. What would it mean for your career, your job satisfaction — and your income potential — if your boss, colleagues, clients, and customers felt the same about YOU™?

This groundbreaking book provides you with the only start-to-finish system for defining, communicating, and taking control of your Personal Brand. Modeled after the world's most successful big-brand marketing methods, *How YOU™ Are Like Shampoo* guides you step-by-step through proven corporate branding techniques never before adapted for personal use.

You'll learn how to:

- Identify the 8 essential positioning elements that define your Personal Brand
- Master the 3 everyday activities that most powerfully communicate your brand
- Avoid the top 20 Personal Brand Boosters™ that could keep you from success
- Increase your earning power and job satisfaction
- Build on-the-job trust and loyalty in YOU™

"Once you discover Bence's Personal Branding System, you'll never see yourself the same way again—and neither will anyone else! Her definitive yet simple approach for creating and communicating your own Personal Brand is a career-enhancing tool like no other."

—Michael Maloney, co-author of *Creating Brand Loyalty*

Brenda S. Bence, MBA, is an internationally recognized branding expert, certified executive coach, and powerhouse speaker and author. With an MBA from Harvard Business School, her 23-year career has included developing mega-brands for Procter & Gamble and Bristol-Myers Squibb, to name four customers and 30 countries. As President of BBA International, Ltd., Brenda now travels the world speaking, training, and coaching individuals and corporations to greater success through creative and practical brand development. Brenda makes her home in Bangkok, Thailand.

How's your brand doing? Take the Personal Branding Quiz at
www.HowYOUAreLikeShampoo.com

How YOU™ are like Shampoo

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The Breakthrough
Personal Branding System

Based on Proven Big-Brand Marketing Methods
to Help You Earn More, Do More,
and Be More at Work.



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