

Not much work experience? Let your personal brand work for YOU™

As a college grad, you need an edge when trying to land a great job. How do you get around a lack of good work experience on your resume? Stand out in a crowd of older, more experienced candidates? Avoid having to settle for a job you don't love?

Introducing the only Personal Branding System designed specifically for college grads

Just like the brands you rely on every day, you can become the "brand of choice" for a potential employer – right out of college. Based on the same marketing methods used to build popular name brands, now you can define and communicate your very own personal brand — the Trademarked YOU™. And *that's* how you connect with interviewers and get the job you really want!

You will:

- Discover the 6 personal branding secrets other grads don't know
- Master the 5 activities that best communicate your brand
- Avoid the Top 20 College Grad Personal Brand Busters® that recruiters hate
- Unleash the power of social media to help you find the right job faster
- Learn how to command the highest possible salary once you're offered the job

Includes interview recommendations from recruiters at

Google, Sony, Disney, Stanford University, IBM, Hewlett-Packard, AT&T,
Procter & Gamble, Motorola, Hilton, Nestlé, and Goldman Sachs

Plus invaluable tips from more than 50 other top companies and schools

Author **Brenda S. Bence, MBA**, is an internationally-recognized branding expert, certified executive coach, dynamic speaker, and creator of the award-winning *How YOU™ Are Like Shampoo* personal branding book series. With an MBA from Harvard Business School, her 25-year career has included developing mega brands for Procter & Gamble and Bristol-Myers Squibb across four continents and 50 countries. As President of BDA International, Ltd., she now travels the world speaking, training, and coaching individuals and corporations to greater success through practical yet creative brand development.

Is your brand ready for the real world? Take the College Grads
Personal Brand Quiz at www.BrendaBence.com

How YOU™ are like Shampoo for College Graduates

How YOU™ are like Shampoo



For COLLEGE GRADUATES

The Complete **Personal Branding System**
to Define, Position, and Market Yourself
and Land a Job You Love

Part of the YOU™ Series



\$19.95 USD

Business / Careers / Job Hunting



Brenda
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BRANDING EXPERT AND CAREER COACH