

## “Why should I hire YOU™?”

**E**mployers want to know why you are the best choice for the job: Should they hire you or another candidate? The truth is that you're more likely to be selected for a job based on your connection with the interviewer than based on your qualifications. By learning to master your Job-Seeker Personal Brand, you'll have an edge over others interviewing for the same position, making the trademarked 'YOU™' the brand of choice for your next employer.

This groundbreaking book reveals a proven, step-by-step system for defining, communicating, and taking control of your personal brand before, during, and after a job interview. Modeled after the world's most successful big-brand marketing methods, this guide takes you start-to-finish through proven *corporate* branding techniques never before adapted for *personal* use.

You'll learn how to:

- Leverage the 6 personal brand positioning elements other job seekers don't know
- Master the 5 everyday activities that best communicate your brand to potential employers
- Avoid the Top 20 Job-Seeker Personal Brand Busters™ that can hurt your chances for success
- Build trust and excitement before, during, and after your interview
- Command the highest possible salary once you're offered the job you really want

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“If you want to prosper in today's competitive job market, this book is for you!  
Bence is a true personal branding guru who has created a unique,  
no-nonsense framework for job search success.”

—Doug Rath, Chairman, Talent Plus

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**Brenda S. Bence, MBA**, is an internationally-recognized branding expert, certified professional coach, powerhouse speaker, and award-winning author of the *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., Brenda now travels the world speaking, training, and coaching individuals and corporations to greater success through corporate and personal brand development.

Are YOU™ brand-ready? Take the Personal Brand Quiz at  
[www.HowYOUAreLikeShampoo.com](http://www.HowYOUAreLikeShampoo.com)

How YOU™ are like Shampoo For Job Seekers

# How YOU™ are like Shampoo

For **JOB SEEKERS**



The Proven **Personal Branding System**  
To Help You Succeed In Any Interview And  
Secure the Job of Your Dreams

Part of the YOU™ Series



\$19.95 USD

Job Search / Careers / Personal Branding



Brenda Bence



**Brenda Bence**  
BRANDING EXPERT AND EXECUTIVE COACH