



Self Marketing Power: Branding Yourself As a Business of One

Jeff Beals

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In a competitive, global economy, you need to stand out. Whether you're hoping for a promotion, trying to land a major client or striving to make a difference in your community, one thing is for sure: The world has no room for shrinking violets. *Self Marketing Power* is a book about business, career and life success. It's perfect for anyone who wants to boost revenue, start a business, close more deals or move up the corporate ladder. Through fascinating examples and entertaining stories, you will learn how to:

- *Build a personal brand and promote it to your personal target audience
- Think like a politician in order to get ahead in business
- *Establish name recognition and become a celebrity inside your sphere of interest
- *Get real results from your networking efforts
- *Exploit your current job for self marketing benefits
- *Become a superstar in your profession
- *Develop an expertise and become a sought-after speaker, consultant and source for news stories

Jeff Beals has done an excellent job explaining the reality that people are products. Whether deliberate or not, you create your own brand through your actions. What picture pops into someone's mind when they hear your name is totally within your control. *Self Marketing Power* is a manual for managing your personal brand. - Robert Gordman, Author of *The Must-Have Customer* and *Secrets of the Super Sweet Spot*

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