



Build Your Own Life Brand!: A Powerful Strategy to Maximize Your Potential and Enhance Your Value for Ultimate Achievement

Stedman Graham

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Let bestselling author Stedman Graham show you how building your own "Life Brand" will result in a more successful and fulfilling life.

From traditional corporations to the Internet, from top executives to people striving every day in their communities, "branding" has become one of the most significant marketing practices in pop culture today. We all rely on our favorite brand-name products to provide us with a certain level of quality. Now Stedman Graham shows readers how applying branding strategies to their own lives can help them attain their greatest potential and value.

We all have talents, knowledge, and other gifts to share -- not just at work but with loved ones and everyone we meet. Putting these traits to work for you as part of your Life Brand will enable you to reach your highest goals and enrich the world around you. With entertaining and pointed insights on personal branding styles and step-by-step instructions for developing a brand of your own, *Build Your Own Life Brand!* will show you how to:

1. Discover and develop your individual brand assets, like your talents, knowledge, and personal characteristics
2. Build and expand upon those strengths
3. Identify "target markets" for key areas of your life -- your work your relationships, and your community
4. Create more value in those markets as well as your own life.

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