



Make a Name for Yourself: 8 Steps Every Woman Needs to Create a Personal Brand Strategy for Success

By Robin Fisher Roffer

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Make a Name for Yourself: 8 Steps Every Woman Needs to Create a Personal Brand Strategy for Success By Robin Fisher Roffer

With a new edition on Audible, one of America's leading brand strategists shares her step-by-step program for creating an unforgettable identity in today's marketplace.

Do you ever go to work and think to yourself "there must be more?" Or feel that your true talents and abilities aren't being utilized, or even recognized? Are you a freelancer or entrepreneur who isn't sure how to rise to the top in today's competitive environment? Wouldn't it be empowering to be able to work in a field you feel passionately about *and* be successful and well paid?

In **Make a Name for Yourself**, Robin Fisher Roffer shows you how to develop a unique, personal brand strategy for success by identifying your extraordinary attributes, thinking about your values and passions, and by learning how to use them in today's marketplace. In short, you'll uncover a focused direction for your career that celebrates *you*.

In this age of distraction, brand marketing -- the process by which a product creates an emotional connection with its audience and sets itself apart from the crowd -- is more important than ever. Roffer knows that branding isn't just for big corporations or products like Nike, Coke, or Google. She is not only a pioneer in this field, she has used brand marketing strategies to catapult her own career. In **Make a Name for Yourself** she shows you how you can brand your own unique traits and talents for career success and personal fulfillment. In a step-by-step program she covers:

- * Unearthing your authentic self to develop a brand that reflects your natural talents, abilities, and passions
- * Defining your long-term career goals and dreams
- * Adapting and selling your brand to your target market
- * Identifying and overcoming personal roadblocks
- * Packaging yourself to reflect your chosen brand image

* Launching, maintaining, and building your brand

Inspiring case studies, analyses of well people and product brands, and thought-provoking exercises will help you create essential elements of your personal brand. And unlike other career advisors who simply push networking or other external tools, Roffer also offers methods for working on your inner self to overcome fears and decipher realities. **Make a Name for Yourself** is for anyone starting out in the workforce, beginning their own business, changing careers, or trying to make it in the corporate world.

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Editorial Review

From Publishers Weekly

A marketing consultant for Web sites and television networks, Roffer applies the principles of brand-building to the popular self-help imperative to create a personal "mission statement" in this up-to-the minute career strategy guide. "Branding for people is about finding your 'big idea,' the core you, and putting it out in the universe to fulfill itself," she says, citing Oprah, Martha Stewart and Madonna as examples of women whose professional "brand name" is immediately recognizable and definable, and the cornerstone of their success. By breaking branding into eight steps (such as "dig deep to unearth who you are"; "go after your target audience with a vengeance"; and "recruit a squad of brand cheerleaders"), Roffer clearly guides her readers through the same process and exercises she uses in developing marketing identities for her clients. Whether a woman's goal is to scale the corporate ladder or to launch her own business, Roffer's lessons on developing a thick skin, creating a no-fear zone, handling professional jealousy ("never play the victim in business") and having a professional coach or mentor will resonate. Agent, Barbara Lowenstein. (Jan. 2) Copyright 2000 Reed Business Information, Inc.

From the Inside Flap

One of America's leading brand strategists shares her step-by-step program for creating an unforgettable identity in today's marketplace.

For any woman who has ever gone to work in the morning and thought "there must be more," branding expert Robin Fisher Roffer reveals the eight surefire steps for developing a unique, personal brand strategy for success by identifying your extraordinary attributes, thinking about your values and passions, and learning how to use them to build a successful and fulfilling professional life. Whether you're starting out in the workforce, beginning your own business, changing careers, or trying to make it in the corporate world, Roffer will help you to uncover a focused direction for your career that celebrates "you."

About the Author

An international brand strategist, **Robin Fisher Roffer** is the president of Big Fish Marketing, Inc., and Fishnet in Los Angeles, and Little Pond Productions in Atlanta. Roffer's prestigious client list includes MTV, Bloomberg, Fox Cable Networks, Columbia TriStar International Television, Lifetime, Univision Networks, Sony, Discovery Networks, Hallmark Channel, and The History Channel. An acclaimed speaker on the topics of corporate and personal branding, Roffer lives in Los Angeles with her husband and daughter.

Users Review

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Christine Kaufman:

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