Reader Praise

Unlocking Your Dominant Personal Brand

“Taking time to do the introspective work in this guidebook changed how I thought about promoting myself and my work. It is well-written and organized. If you are looking for a resource to help you discover and articulate your unique personal brand, this is it. Highly recommended for anyone serious about their own career path.”

READER PRAISE

“For the entrepreneur looking to grow a business that will take them into the future—where having an impact on society matters as much as their personal brand, this guidebook has the structure for thought-provoking answers to that end.”

READER PRAISE

“This guidebook helped me uncover my true strengths and craft a compelling brand story. The practical exercises and strategies helped me to confidently showcase my unique identity.”

READER PRAISE