



BrandFace for Home Improvement Professionals: Be the Face of Your Business a Star in Your Industry (Volume 4)

By Tonya Eberhart

BrandFace, LLC. Paperback. Condition: New. 212 pages. Dimensions: 9.0in. x 6.0in. x 0.5in. People don't do business with a logo. They do business with a person. BrandFace for Home Improvement Professionals is not the first book on personal branding, but it is the first to define the essential BrandFace elements that you need to build a successful personal brand -- and distinguish the value it brings to those in the home improvement industry. BrandFace is a guide to implementing a powerful personal branding strategy that effectively utilizes integrated marketing principles and multiple media platforms to transform you into the face of your own brand. Waiting for you inside the book are: The 10 traits of every successful BrandFace How to determine which type of BrandFace you are The first steps you need to take to launch your BrandFace Implementation plans for dozens of integrated media and social tools A comprehensive list of elements that will help make you a BrandFace star! Marketing has become more complex. There are literally thousands of new marketing and advertising choices available now that were unheard of just a decade ago. In order to stand out, home improvement professionals must understand and accept two things: which...



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