

How to Build a Personal Brand on LinkedIn



Beginner Personal Brand On LinkedIn For Beginners For Stay At Home Moms

**Nancy McSharry Jensen, Sarah
Duenwald**



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Back to Business Nancy McSharry Jensen, Sarah Duenwald, 2021-01-19 Back to Business makes returning to the workforce accessible for anyone who believes that finding a decent job after taking a career break is impossible When on the hunt for a job make sure your LinkedIn profile is just as polished and updated as your resume If you aren't getting responses from recruiters chances are your profile is missing pertinent keywords that bots aren't selecting In addition dress codes have changed too so you'll need to know new technologies such as Slack and Google Hangouts If you have no idea what any of this means YOU'RE NOT ALONE You're one of the forty-five percent of women who after taking a career break quickly discovered that the job search has changed rapidly in the last decade With new modes of communication rules of discoverability and expectations this book lays out a clear path for anyone ready to re-enter the workforce Getting started is much easier when you know what the first step should be In Back to Business career coaching and re-entry experts Nancy McSharry Jensen and Sarah Duenwald have put together a guide for women returning to the workplace Practical and easy to understand Back to Business teaches you how to Identify and talk about what you want Understand your personal brand and how your skills translate to your new career Become professionally relevant and gain confidence in returning to the workforce Look for job opportunities while being productive and intentional with your time Nancy and Sarah understand through first-hand experience the anxiety of returning to work They have helped hundreds of women facing the job search process to overcome the anxiety of what is often overwhelming life change

Consumer Behavior in Action Geoffrey Paul Lantos, 2015-01-28 Consumer Behavior in Action is a down-to-earth highly engaging and thorough introduction to consumer behavior It goes further than other consumer behavior textbooks to generate student interest and activity through extensive use of in-class and written applications exercises Each chapter presents several exercises in self-contained units each with its own applications Learning objectives background and context are provided in an easy-to-digest format with liberal use of lists and bullet points Also included in each chapter are a key concepts list review questions and a solid summary to help initiate further student research The author's practical focus and clear conversational writing style combined with an active learning approach make this textbook the student-friendly choice for courses on consumer behavior

Personal Branding For Dummies Susan Chritton, 2014-06-25 The simple guide to managing your personal brand a vital element of success in the professional world Personal Branding For Dummies 2nd Edition is your guide to creating and maintaining a personal trademark by equating self-impression with other people's perceptions This updated edition includes new information on expanding your brand through social media online job boards and communities using the tried-and-true methods that are the foundation of personal branding Marketing your skills and personality and showing the rest of the world who you are gives you a competitive edge Whether you're looking for your first job considering changing careers or just want to be more viable and successful in your current career this guide provides the step-by-step information you need to develop your personal

brand Distinguishing yourself from the competition is important in any facet of business and the rise of personal branding has evolved specifically to help candidates stand out from the global talent pool Establishing a professional presence with a clear and concise image reputation and status is a must whether you re a new grad or an accomplished executive Personal marketing has never been more important and your personal brand should communicate the best you have to offer Personal Branding For Dummies 2nd Edition leads you step by step through the self branding process Includes information on how to know the real you Explains how to develop a target market positioning statement Helps you make plans for your personal brand communications Instructs you with ways to make your mark on your brand environment The book also discusses continued brand building demonstrating your brand and the 10 things that can sink your brand A personal brand is more than just a business card and a resume It should be exquisitely crafted to capture exactly the image you wish to project Personal Branding For Dummies 2nd Edition provides the information tips tricks and techniques you need to do it right

Personal Branding Mastery for Entrepreneurs Chris J Reed, 2018-03-15 From the No 1 International Best Selling Author Chris J Reed The Only NASDAQ CEO with a Mohawk comes his new book Personal Branding Mastery for Entrepreneurs In it Chris will tell you all about how you as an entrepreneur can develop your personal brand beyond LinkedIn You are an entrepreneur your personal brand is what everyone is buying into Your clients your shareholders your employees your partners the media future clients employees investors they are all buying into the power and values of your personal brand That s why you need to start working on it now In this new book Chris will talk from his own personal experience on how he created a personal brand from nothing and knowing no one when he left the UK and came to Singapore to become an Asian entrepreneur Chris will show how he became the Only NASDAQ CEO with a Mohawk and how this personal brand has transformed his businesses Chris covers all aspects of personal branding for entrepreneurs including what it is why you should have it his personal brand story ups and downs of having a personal brand why you need to be more American and less English or Asian in your personal branding Chris will also cover what elements of his disruptive DNA have enabled him to accentuate his own personal brand in his entrepreneurial journey Chris also covers how LinkedIn is the foundation for your personal brand but that it should also be communicated everywhere else from your YouTube to your Wikipedia your thought leadership outside of LinkedIn to winning awards getting up on stage and speaking to having your own book Chris will discuss how you dress and how you look affects your personal brand both positively and negatively why great entrepreneurs like Richard Branson Elon Musk Steve Jobs and Bill Gates all have great but divisive personal brands but without them their respective companies would be nothing Chris will also discuss David Beckham Gareth Emery and Prince and what made their personal brands so effective and influential in succeeding in what they do Chris will share personal branding tips from The Joker Breaking Bad Darth Vader American Psycho and The Godfather that you can put into putting into practice yourself to enhance your own personal brand This new book Personal Branding Mastery for Entrepreneurs will

give you all the tips lessons and help that you need as an entrepreneur to create manage and enhance your own personal brand to enable you to achieve all of your professional objectives *Back to Work Mom Strategy* Karen Gurney, 2017-07-25

Now Book Comes with Bonus Online Class Templates If you are a stay at home mom that is ready to get back to work then you want this book My Story and Why This Book is for You I have been working in the recruiting industry as an Executive Search Consultant and Career Coach since 2004 but in 2010 I signed a client that completely shook the foundations of my coaching business a Back to Work B2W mom with a 17 year gap in employment My client Marie was going through a horrible divorce resulting in the family business going bankrupt She had no income spouse or health insurance Her child was about to enter college and she told me during a coaching session that her self esteem was in the gutter Marie had no idea where to start with her job search and honestly neither did I How could we reasonably overcome a 17 year gap to achieve any type of meaningful job opportunity Before I started her job search campaign she sent me her original resume a jpeg snapshot of a resume from 1993 That was before MS Word 1995 and it seemed to be written before the dawn of time But guess what Marie did achieve a dream fantasy job move despite her barriers to employment and that is not the best part she was quickly earning her professional rate as if she had never left the workforce So what is the secret Six simple B2W mom strategies that you are about to learn in this book I have been crushing with my B2W mom job candidates Once you learn this strategy you can too What You Will Be Able to Do After Reading This Book Get back to work Get back to your full as if you never left income Have a reliable strategy that provides more certainty Quickly and happily overcome a gaping hole on your resume Interview based on your great skills not your gap This book is a revised strategy specifically for my B2W mom job candidates that includes everything in my book Stacked Double Your Job Interviews Leverage Recruiters Unlock LinkedIn but is uniquely tailored to B2W mom challenges The Stacked Strategy Teaches You How To Have Recruiters Come Straight to You for Great Jobs Get Calls for Jobs Without Applying Double Your Interviews Tap Unadvertised Jobs in The Hidden Job Market Bonus You Also Get My Online 200 B2W Mom Class Free This book works hand in hand with my online video class which allows Q A for targeted personal strategy questions With the class you get Video Instruction B2W Mom Resume Templates My copyrighted Core 3 c Career Assessment Fill in the Blank Interview Preparation Scripts Salary Negotiation Scripts And so much more This strategy is specifically for B2W moms that have A 1 year to 20 year gap in employment A work history prior to the stay at home period Or a series of intermittent work experiences and gaps This book is not written for the moms that went straight back to work after maternity leave These methods have facilitated thousands of career changes and now you can use them too I look forward to giving you a plan to help close the gap and change the dialogue to reach your career goals ABOUT THE AUTHOR Dr Karen Gurney was born raised and lives in Cleveland Ohio with her husband two Goldendoodles and a Papillon As a Clevelander she grew up living with the decline and rebirth of a city that displaced countless professionals and families This fostered her interest in urban economics workforce development and job markets resulting in her unique

market based strategies Karen has 20 years of combined experience in executive search consulting career coaching and human resources Scroll Up and Buy Today **How To Be A Stay-At-Home Entrepreneur Mom** Contessa T Walker-Jackson,2020-08-04 How to be a Stay at Home Entrepreneur Mom Do you dream of starting your own business Do family commitments make it seem impossible to achieve If you re a stay at home mom who wants to have it all How to be a Stay At Home Entrepreneur Mom aims to help you make your dreams a reality This quintessential guide shows you how to run a business without compromising your goals for your family and your personal life It s filled with tips easy to implement techniques and strategies to keep your full life organized and productive This guide is just what you need to find the perfect balance between your work life your home life and your goals If you re ready to have the best of both worlds buy your copy today and let s make your dreams a reality The book is designed to Crush your doubts Encourage you to get started Give you a flexible schedule Motivate your mindset Trample on your fears How To Be A Stay At Home Entrepreneur Mom is comprised of ten insightful chapters that will inspire you to start a business while juggling your motherly duties It s a self help book for women and mothers who wish to have a flexible schedule for themselves and their children while being relevant to society

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