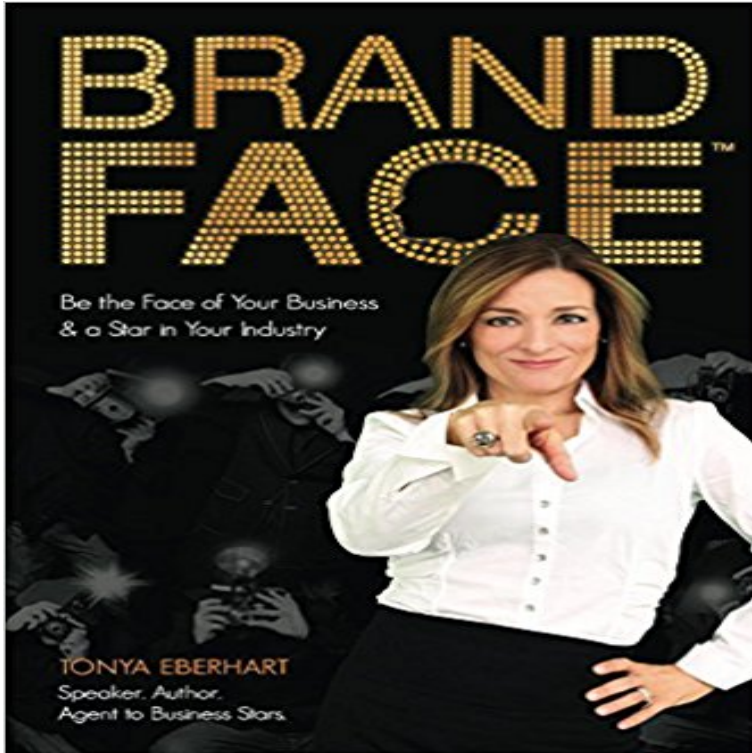


BrandFace: Be the Face of Your Business & a Star in Your Industry



BrandFace is not the first book on personal branding. And Tonya Eberhart is not the first author to write about personal branding, but she is the first to define the essential BrandFace elements that you need to effectively utilize 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 * The secrets behind nationally recognized BrandFace stars * How to determine which kind 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, business owners and leaders must understand and accept two things: which marketing tools to use in order to maximize effectiveness; and how to leverage their own knowledge, expertise and image to become THE BrandFace star in their industry.

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