

## Getting to Like

*Jeremy Goldman, Ali Zagat*

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"Through research and insightful case studies, Goldman and Zagat provide actionable advice for solopreneurs and senior business executives alike on how to build their personal brands, and maximize their overall impact in the process."  
—MARSHALL GOLDSMITH, AUTHOR OF THE #1 NEW YORK TIMES BEST SELLER TRIGGERS

# Getting to Like



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HOW TO BOOST YOUR PERSONAL AND  
PROFESSIONAL BRAND TO EXPAND OPPORTUNITIES,  
GROW YOUR BUSINESS, AND ACHIEVE FINANCIAL SUCCESS

Jeremy Goldman and Ali B. Zagat

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**Jeremy Goldman, Ali Zagat : Getting to Like** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Getting to Like:

1 of 1 people found the following review helpful. A Hype-Free Resource on Perfecting Your Personal Brand By Brian Honigman Whether you're 22 and new to your career or 55 and looking to refresh your perspective, Getting to Like is a roadmap for success with personal branding. From my personal experience, Jeremy is a very generous, caring person and that's reflected throughout this book as he highlights some of his best professional development tips to help the reader take action. One of my favorite aspects of the book is that it doesn't sugarcoat the process. Instead it's a step-by-

step read, guiding you along the way to a better brand that drives results, whilst remaining extremely realistic. If you want to know how to build an awesome brand that you're proud of at any stage of your career, I definitely recommend giving this a read. 0 of 0 people found the following review helpful. Don't keep it on your bookshelf, keep it on your desk. By Luke Some books are made to be read once and filed away. But some books are made to stay with you, to give you a boost of motivation or inspiration when you're struggling to get going. Getting to Like is the latter - not only is it a great cover-to-cover read, but its chapters are all self-contained enough to serve as reference for when you need them. Whether you're working on your social media strategy, trying to create a great piece of content, or just wondering where to start, there's always something there to guide you in the right direction. Probably my favorite part about this book is the fact that, while most advice concerning digital platforms quickly becomes outdated, Getting to Like instills the right principles in readers, to prepare them for a changing landscape. This is a book that I'll turn to this year for help, and still be re-reading a decade from now. 1 of 1 people found the following review helpful. Don't just buy this book and shelve it - use it as an ongoing resource! By Joan Pelzer Loved "Getting to Like" - it's a must have how-to guide for anyone in digital media. Whether you are starting out or seasoned, there are specific lessons learned for both you and your brand, your company brand, and your clients. Jeremy is the go to guy I go to for branding digital strategy and a top connector who knows where to point you for further expertise. Ali, as evidenced from this book, is a top notch writer content strategist! Don't just buy this book and shelve it - use it as an ongoing resource!

In the last decade alone, the face and nature of the job market has evolved dramatically. It's now a given that personal branding will have a significant impact on your professional opportunities. It's not an exaggeration that your brand and reputation could make or break your career. In order to connect with new employers and clients and transform your potential into success, you need to establish your unique digital identity, build strong relationships with your audience(s), and gain visibility for all the right reasons. Getting to Like is a practical, actionable guide to anticipating and staying one step ahead of the curve and your competition. Each chapter provides specific examples for effective communication and engagement, including:

- Strategies for both in-person and digital channels.
- Interviews, case studies, and advice from branding and marketing experts.
- Specific guidelines for successfully navigating the most essential platforms.

It's a crowded, competitive marketplace out there. Getting to Like will help you stand out, make your voice heard, and take those crucial steps toward future-proofing your career.

"Through research and insightful case studies, Goldman and Zagat provide actionable advice for solopreneurs and senior business executives alike on how to build their personal brands, and maximize their overall impact in the process." --Marshall Goldsmith, author of the #1 New York Times best seller Triggers "Whether you're a business owner, a solo entrepreneur, or a person with multiple competing professional interests, Getting to Like is the perfect read to help you establish your personal brand and strengthen your professional reputation. Getting to Like will help you stand out in a crowded marketplace, make your voice heard, and take those crucial steps toward future-proofing your career." --Ekaterina Walter, author of the Wall Street Journal best seller Think Like Zuck "A refreshing and enlightening take on the importance on personal branding, Getting to Like provides career-minded individuals of various levels, trades, and industries with the tools to build a fulfilling career. Ali and Jeremy's insight and relatable instances of the power of consistent communication and engagement will leave you feeling empowered and excited about ways you can guide your career. It's a must-read for any business professional." --Jessica Baldy, senior brand manager of Etsy About the Author Jeremy Goldman, founder and CEO of the digital consultancy firm Firebrand Group, has more than fifteen years of experience helping companies improve their digital marketing and social media strategies. He has managed global e-commerce and social media for a number of brands, including Jurlique, Temptu, and Unilever. Goldman has been featured in numerous publications and is an online columnist for Inc. and the Next Web. He lives in New York City.