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Rita Balian Allen


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Personal Branding AND Marketing Yourself



THE "THREE PS" MARKETING TECHNIQUE
AS A GUIDE TO CAREER EMPOWERMENT

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Rita Balian Allen : Personal Branding and Marketing Yourself: The Three PS Marketing Technique as a Guide to Career Empowerment before purchasing it in order to gauge whether or not it would be worth my time, and all praised Personal Branding and Marketing Yourself: The Three PS Marketing Technique as a Guide to Career Empowerment:

3 of 3 people found the following review helpful. A Must Read!By Ellen KeileyWow - this book is an incredibly useful resource for anyone looking to build their brand and highlights the importance of marketing ourselves as a

successful career management strategy! The book is filled with useful advice, tips and strategies that can be implemented right away based on The "Three Ps" Marketing Technique. The author includes many useful tools to help you succeed such as activities, exercises and worksheets. This book really helped me to reflect on my current practices, set goals for myself and develop a plan of action. You can tell the author is very passionate about the subject - "Personal Branding and Marketing Yourself" is engaging, empowering and inspiring and a terrific read for anyone looking to build their brand at any career level! I really enjoyed reading this book and will continue to use it as a resource throughout my career. 0 of 0 people found the following review helpful. An essential resource for your career.

By Customer
This book helps you shift your mindset about what it means to take charge of your career. Rita provides you with a very thorough and thoughtful process on capitalizing on the "Three P's"....Preparation, Packaging and Presentation that enable you to define your brand. There are many practical and immediately applicable worksheets and checklists that enable you to get started right away on defining your brand, plus numerous stories from other professionals that utilized these tools on their journey of professional and personal growth. This is a resource book that I will be referring to over and over again. 1 of 1 people found the following review helpful. What is your Personal Brand and How do you describe yourself?

By carol sapoznik
I have taken Rita's course in Personal Branding and this book is a fabulous review of all the points to consider. It is easy to read, common sense language, and one to reread again, especially starting with the beginning of the year and setting personal goals. Identifying strengths and staying true to your values is a critical foundation. The exercises in the book also are beneficial and can be applied to your career at all levels. It written with positive passionate energy and uplifting. I highly recommend whether you apply the principles to your working career or your new years resolutions.

Whether you are seeking a new position, changing roles within an organization, or taking charge of your career planning, marketing yourself is the best way to seize these opportunities. Yet few of us are ready and able to talk about our talents, accomplishments, and the value we have to offer. In this engaging, timely, and informative book, acclaimed career, executive coach, trainer, and consultant Rita Balian Allen makes the case for personal branding as an essential ingredient for a successful career. For Rita and the many people who have sought her guidance, the Three Ps Marketing Technique has been the key. This technique PREPARES individuals to promote themselves by PACKAGING their talents and accomplishments, showcasing them, and PRESENTING their value inside their organization as well as in their profession, industry or community. IT'S TIME TO FIND OUT WHAT MAKES YOU, YOU. Complete with worksheets, checklists, and proven advice, Personal Branding and Marketing Yourself is a powerful toolkit for developing the ease, confidence, and comfort to learn about, maintain, and communicate our best professional selves.