



## How to Market the Real You Using Social Media: Introducingu

By Penny de Villiers

Createspace. Paperback. Book Condition: New. This item is printed on demand. Paperback. 165 pages. Do you think of yourself as a brand? If not, why not? In today's world, the line between professional and personal is becoming increasingly blurred and people now judge you for who YOU are. Welcome to the world of Personal Branding. The good news is that how you brand yourself and how people perceive you are under your control as long as you operate by the rules of Personal Branding. This book will show you how to use Social Media, such as Facebook, Twitter and LinkedIn, to help you realise your dreams and progress in your career. You will understand why your Personal Brand is so important and how it can affect the way you live your life, both personally and professionally. You will learn what it is you were born to do and how to transform your skills and passions into a way of earning a living. How to package and promote YOU using the genius of Social Media. The advent of Social Media has made the promotion of YOU simpler and yet more complicated. The internet offers you a podium to speak to the...



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