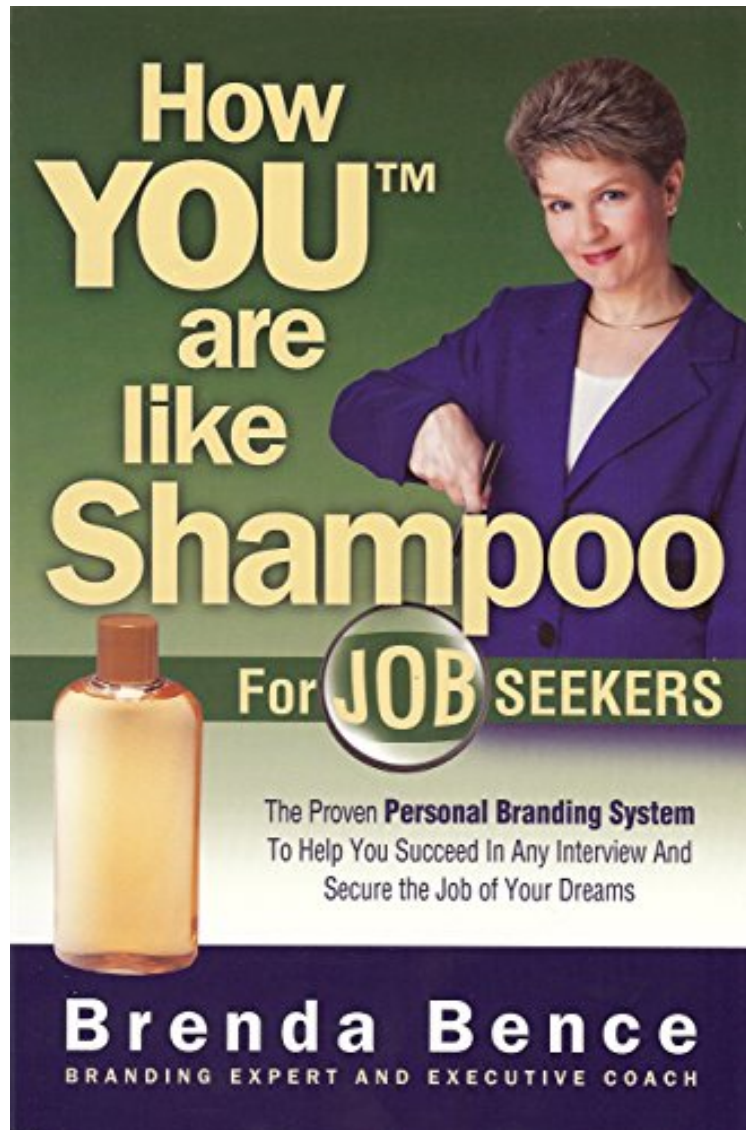


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How YOU Are Like Shampoo for Job Seekers: The proven Personal Branding System to help you succeed in any interview and secure the job of your dreams

Brenda Bence

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Brenda Bence : How YOU Are Like Shampoo for Job Seekers: The proven Personal Branding System to help you succeed in any interview and secure the job of your dreams before purchasing it in order to gauge whether or not it would be worth my time, and all praised How YOU Are Like Shampoo for Job Seekers: The proven Personal

Branding System to help you succeed in any interview and secure the job of your dreams:

0 of 0 people found the following review helpful. Excellent book - really should be required reading at colleges before entering the job market
By HKGI purchased this book on recommendation from a family member. I have been having a hard time finding a job and getting a start to my career, despite having interned and worked at a number of high profile companies. This book doesn't just tell you what you should be doing, but it actually provides valuable exercises that really helped clarify my goals and ambitions, as well as understand how to promote my unique selling point. I really believe this book should be taught in college classes, because unless you have a whole lot of special connections, branding yourself is really key in moving ahead in your career. Read it! You will not regret it!
0 of 0 people found the following review helpful. A great how-to manual for job seekers
By Frances O. Thomas As jobless rates continue to increase and layoffs are a daily occurrence, getting a job is in itself a full time job. Job seekers can't shoot off a boring resume and hope for the best. When hiring managers are receiving hundreds of applications for each position, how does a person stand out? Brenda Bence offers some ways to differentiate oneself from the throngs of competitors by using the techniques of marketing in her latest book "How YOU are like Shampoo for Job Seekers." Bence, a graduate of Harvard's Business School, is an expert in branding who has worked for Procter Gamble and Bristol-Myers Squibb to make their products successful. She's now a professional coach. Bence's book is divided into three sections: defining one's brand, communication it to potential employers, and avoiding damaging it. She examines six elements to help develop your personal brand: defining your audience, determining their need, comparing yourself with others, your unique strengths- both functional and emotional, reasons why the employer should believe you can deliver what you claim, and brand character. Two imaginary job seekers serve as helpful illustrations for each step. To communicate your personal brand, Bence says you need to look before, during and after an interview at your actions, reactions, how you look, how you sound, and at keeping your thought process positive. Finally, she lists twenty job seeker personal brand busters to avoid. I've been guilty of several. "How YOU are like Shampoo for Job Seekers" is practical and thorough. Bence's book is well organized and full of common sense tips. To follow her system requires introspection and research; however, the results will no doubt be far more satisfactory than a hit or miss approach that leads to a job but not necessarily the right job.
0 of 0 people found the following review helpful. A Powerful New Approach to Landing A Job
By E. Wagner For most people, job hunting is a process that can seem as painful as a root canal. How YOU(tm) are like Shampoo, by Branding Expert and Executive Coach Brenda Bence, details a systematic approach to landing a great job by using the same marketing principles that build brands and persuade us to buy products everyday. It's a simple, yet brilliant concept: YOU(tm) are a valuable commodity, and looking for a job is really a process of marketing yourself. In light, conversational style, Bence explains what she calls your Personal Brand. As Bence explains, a Personal Brand is built by skillfully packaging the value and benefits you bring to the table as a job candidate. Your goal, then, is to use that package to attract potential employers and persuade them you're the person they want to hire (in other words, the product they want to buy). How YOU(tm) are like Shampoo takes you through Bence's system step-by-step. It's an easy and interesting read that helps you conduct a focused and logical search. For example, with your marketing plan on paper, you can systematically review and identify the strategies that are and aren't working, refining or eliminating them, if needed. Finally--and this is a big plus--How YOU(tm) are like Shampoo makes job hunting a little less anxiety-provoking. Using Bence's method the process becomes more about YOU(tm) the brand, than about you, the everyday gal or guy who, like it or not, isn't immune to the slings and arrows of looking for work. How YOU(tm) are like Shampoo is a really outstanding work that's arrived just in time for the many people who are seeking work today.

Employers want to know why you are right for the job: Should they hire you or another qualified candidate? By learning to master the Job-Seeker Personal Brand, the reader will have an edge over others interviewing for the same position, making the trademarked YOU; the brand of choice for the employer. This groundbreaking book reveals a proven, step-by-step system for defining, communicating, and taking control of a personal brand before, during, and after a job interview. Modeled after the world's most successful big-brand marketing methods, it takes the reader start-to-finish through proven corporate branding techniques never before adapted for personal use. The reader will learn to: leverage the 6 personal positioning elements other job-seekers don't know; master the 5 everyday activities that best communicate your brand to potential employers; avoid the top 20 job-seeker personal brand busters; build trust and excitement before, during, and after an interview; and command the highest possible salary.

In today's world economy, one reality is the global pool of talent means heightened competitiveness for every job. How YOU(tm) Are Like Shampoo For Job Seekers provides a step-by-step plan for ensuring the most important brand - you!- is positioned to win in the marketplace. --James M. Lafferty, President and General Manager, Procter Gamble Philippines
One of the most comprehensive books on succeeding at job interviews that I have read. --Dr. Mark Goulston, Los Angeles Time
As an HR professional with many years of experience, some of the best advice I can give any potential job seeker is to first understand who you are and what you want from your next job and then to know

how to sell that to a potential employer. Brenda Bence's book will help you do just that! Without taking control of your personal brand, you are putting yourself at a disadvantage in the highly competitive global job market. I strongly urge you to read How YOU(tm) Are Like Shampoo for Job Seekers as the first step in your next job search. The proof will be in the results. Excellent interviewing skills and a stellar resume can only get you so far. In today's marketplace, you need a dynamic personal brand to obtain a job that will fulfill you and bring you the kind of income you deserve. How YOU(tm) Are Like Shampoo for Job Seekers is quite simply the definitive roadmap to job search success through the power of personal branding. Hats off to Brenda Bence for an achievement that will be of great service to job hunters!