



# **A Joosr Guide to... Brand You by John Purkiss and David Royston-Lee: Turn Your Unique Talents into a Winning Formula**

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Do you really love the work you do, or would you rather be doing something else? Discover how to productively market your talents and begin successfully creating your own, unique brand-one that will make you happy, and wealthy!

The authors of Brand You understand the importance of self-reliance, and the necessity of being able to market yourself to thrive in your career. Brand You lets readers figure out what they truly want to do, and how to make this a reality. It will teach you how to discover your strongest talents and to then build upon these talents to offer quality products and services. As you are guided through your brand creation journey, you will learn the best ways to market yourself and your brand.

You will learn:

- The ways in which you can uncover your talents and how to let others know about them
- What your individual personality archetype is

· How to confidently connect with new people and leave a lasting impression on them.

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