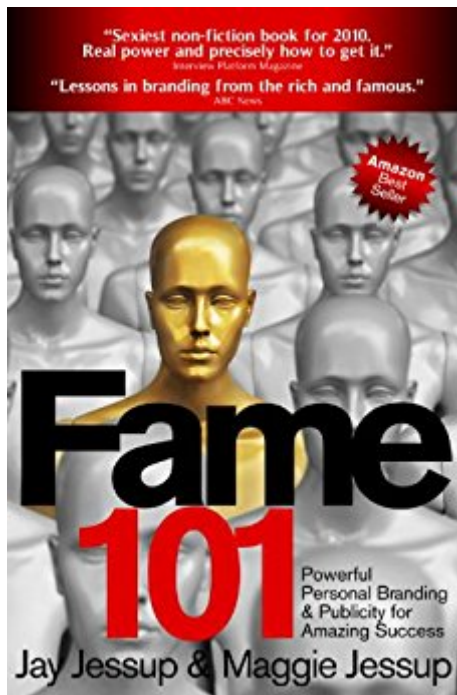


The book was found

Fame 101 - Powerful Personal Branding & Publicity For Amazing Success



Synopsis

Fame is America's most powerful force and anyone can harness it with compelling personal branding. Fame 101 is the playbook for remarkable professional success. The rewards are wealth, power, access, recognition, and other tools for an extraordinary life. Every profession has it super successful celebrities and Fame 101 shows the reader exactly how to become one of them. These are lawyers who attract high-value clients, doctors who are high visibility media magnets, winning candidates, startup gurus, high-trajectory actors, best selling authors, and others in newly celebrated fields. Meet cooks who brand themselves into celebrity chef'dom with television shows and big book deals, political unknowns who explode onto the national stage, authors who brand a path from the kitchen table to best seller lists and movie deals, and other everyday people who join society's elite. Personal branding pioneers Jay Jessup and Maggie Jessup take the reader backstage through Fame's history from the early Hollywood star-making machine through to today's Internet celebrities. They demonstrate that the successes of JFK, Mother Theresa, Martha Stewart, President Obama, Rachel Ray, and the leading voice of every profession are all created with the very same strategy - the Fame Formula. Fame 101 is a comprehensive guide to creating a very-visible powerful personal brand with messaging, image, presence, book deals, strategic websites, social media, speaking engagements, articles, publicity, and other platform elements used by the power elite. It is empowering to walk into a room full of strangers where everyone already knows who you are and they are excited about meeting you. Professional fame gives you that; in every room - every time. Fame separates you from the crowd - you become a celebrity in your field; it lets you live and work in a place of power. Fame 101 is the ultimate guide to personal branding, publicity, professional celebrity, and the other components of Fame for anyone wanting to increase their visibility, capture the power of a compelling personal brand, and monetize the results.

Book Information

File Size: 527 KB

Print Length: 171 pages

Publisher: Sutton Hart Press (October 7, 2011)

Publication Date: October 7, 2011

Sold by:Â Digital Services LLC

Language: English

ASIN: B005U5UGE0

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #349,154 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #88

inÂ Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Public Relations

#277 inÂ Books > Business & Money > Marketing & Sales > Public Relations #115916 inÂ Kindle Store > Kindle eBooks > Nonfiction

Customer Reviews

This book is great if you want to know how to become a celebrity in your field or professional - no extraordinary talent required. It gives the reader the big picture view of what's necessary to become known in your field. It's both motivational and inspiring. While the book covers some common mistakes made by fame seekers - like not keeping up with the news and latest in your field so you can be the now expert or believing that starting at the local media is better than national because it's safer. It also gives some helpful hints such as building a network of the right sorts of people who need to know you, versus just networking without a real purpose or intention. However, it's not a step by step instruction book. The book points out that while no extreme talent is needed, you do need a plan to achieve the notoreity desired. It also points out that fame is hardwork. It takes alot of effort and there are no overnight success stories. I would recommend this book if you are interested in knowing how fame is created.

great book

Entry level information with basic concepts that skim over details. Not for the advanced person in marketing.

Interesting read.

Fun to read informative account regarding the secrets to standing out from your competition. If you've ever wondered why the guy or gal with less smarts seems to irrationally become the sought after expert while your exceptional skills are overlooked, you will get the answer here. Now to buckle down and get to work!

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