# How to Create a Brand Name

1. Brainstorming: The Creative Process

J

2. Testing: Refining Your Options



Researching URLs: Claiming Your Digital Presence



Choosing Catchy Names:
 The Final Selection

## **My Own Brand**

### **Robin Landa**

#### My Own Brand:

**Build Your Own Brand** Robin Landa, 2013-08-06 What is your brand As a designer your success depends on how you brand yourself and the service you provide This book will help you explore develop distill and determine a distinctive brand essence differentiate yourself and create your visual identity Build Your Own Brand is a guided journal designed to help you sketch write design and conceive the way you brand yourself More than 80 prompts and exercises will help you develop your Personal brand essence Visual identity and style Resume and elevator pitch and much more Whether you re trying to land a new job or launch a design business let this unique guide light the way You ll find helpful advice interviews and prompts from esteemed psychologists creative directors brand strategists designers artists and experts from a variety of disciplines Build your own brand today Personal Brands Roberto Álvarez del Blanco, 2010-10-27 The personal brand like commercial brands can become a means of affirming identity highlighting ability and establishing reputation Successful stand out people build their personal brand and make it count in their professional and personal lives This book shows how to build and **Be Your Own Brand** David McNally. Karl Speak D., 2011 manage your personal brand Entrepreneurs winning the game in Google and AI with their Personal Brand Jason Barnard, 2025-06-13 You re not being misrepresented You re being misunderstood And that s costing you real money Every day AI platforms like Google ChatGPT Perplexity and Copilot are shaping how the world sees you Whether it s investors clients or partners they re doing digital due diligence before you get in the room And if those machines don t understand who you are they won t trust you If they don t trust you they won t recommend you And if they don't recommend you you re invisible This book gives you the blueprint to change that before the algorithms lock in their version of your story for good Inside you ll find a series of sharp fictional but entirely plausible stories based on real client experiences at Kalicube These aren t branding fairytales They re strategy in action founders fixing silent reputation problems CEOs becoming unignorable in AI and advisors engineering digital authority that drives millions in revenue At the heart of it all is The Kalicube Process a proven system for personal brand control in search and AI refined since 2012 powered by over 3 billion proprietary datapoints a custom built tech stack and a team with more than 100 years of combined expertise in organic digital brand marketing This is the infrastructure behind some of today s most powerful digital reputations You ll learn how to Build a brand that Google and AI understand trust and amplify Turn passive visibility into pre sold deal flow and inbound authority Make your personal brand work harder than your outbound team ever could Future proof your reputation for your next move your next exit or your long term legacy If you re an entrepreneur who wants to make more money today unlock career pivots tomorrow and build a digital identity that compounds into long term influence this book is your call to action Jason Barnard is the innovator Kalicube is the system Now s your chance to join the early adopters shaping how AI sees the future of thought leadership deal making and influence Your personal brand is what Google and AI say about you when you re not in the room This book shows you how to make sure they get it right and never

forget **Authentic Personal Branding** Hubert K. Rampersad, 2009-05-01 This book offers an advanced breakthrough formula to build implement maintain and cultivate an authentic distinctive relevant and memorable Personal and Corporate Brand which forms the key to enduring personal and business success The new Personal Branding blueprint entails a systematic and integrated journey towards self awareness happiness and enduring marketing success If you are branded in this holistic way you will automatically attract success and the people and opportunities that are a perfect fit for you Hubert Rampersad has introduced an advanced authentic Personal Branding model and practical related tools that provide an excellent framework and roadmap for building a strong authentic Personal Brand which is in harmony with your dreams life purpose values genius passion and with things what you love doing This new blueprint has been proven in practice to produce sustainable results not only for individuals but also for companies By aligning employee's Personal Brand with their Corporate Brand you can realize the best fit between employee and company which creates a highly engaged and happy workforce **Brand it Purple** Zykia L. McCoy, Ashley Knoote-Parke, 2009 Business branding is big business but the biggest growth area of branding and marketing today is personal branding. In this highly competitive business landscape it s easy to get lost in a field of red poppies IMPACT: How To Build Your Personal Brand for the Connection Economy Jane Anderson, 2015-03-19 Discover how to create corporation you without being a tall poppy We re no longer in the industrial or information age We re now in the connection economy. The economy where you re ability to stand out connect with others and position yourself in your career and business mean security Companies and governments don t want people who want jobs for life any more They want innovation ideas and networks to thrive in volatile economic times We are bombarded with information and choices every day Hard work alone doesn t cut it anymore Whether you re a job seeker frustrated with your job search trying to climb the corporate ladder or a service provider a lack of clarity and communicating your personal brand will see others get the opportunities you want By the end of this book you ll be feeling more confident about what your greatest gift is and not afraid to stand out from the crowd All The World's A Stage: A Personal Branding Story Ambi Parameswaran, 2020-10-22 About the Book A CONCISE CRUCIAL GUIDE TO THE WHAT WHY AND HOW OF PERSONAL BRAND BUILDING A brand is an identity and it is certainly not restricted to products Allow Ambi Shankar Rita Kunal and Joe who are back in college for their silver reunion to bring alive for you the notion of people as brands As they walk through the campus rediscovering old haunts the friends enter into an animated discussion Their conversation offers keen insights into how each individual has a unique brand which must be as thoughtfully cultivated as product brands are Personal brands can be both a factor and a marker of success As businesses compete the personal branding of a company's leadership can influence how well it performs Similarly how a new hire brands herself could alter the opportunities that open up for her and so also her career path In short individuals and how others perceive them matter Defining a personal brand crafting a presence developing a unique voice building a network using social media creatively and more in All the World's a Stage

Ambi Parameswaran offers a concrete roadmap towards brand building that will give you an unmatched strategic advantage This book is a concise crucial guide to our frenetic times Personal Branding Mastery for Entrepreneurs Chris J Reed, 2018-03-15 From the No 1 International Best Selling Author Chris J Reed The Only NASDAQ CEO with a Mohawk comes his new book Personal Branding Mastery for Entrepreneurs In it Chris will tell you all about how you as an entrepreneur can develop your personal brand beyond LinkedIn You are an entrepreneur your personal brand is what everyone is buying into Your clients your shareholders your employees your partners the media future clients employees investors they are all buying into the power and values of your personal brand That's why you need to start working on it now In this new book Chris will talk from his own personal experience on how he created a personal brand from nothing and knowing no one when he left the UK and came to Singapore to become an Asian entrepreneur Chris will show how he became the Only NASDAQ CEO with a Mohawk and how this personal brand has transformed his businesses Chris covers all aspects of personal branding for entrepreneurs including what it is why you should have it his personal brand story ups and downs of having a personal brand why you need to be more American and less English or Asian in your personal branding Chris will also cover what elements of his disruptive DNA have enabled him to accentuate his own personal brand in his entrepreneurial journey Chris also covers how LinkedIn is the foundation for your personal brand but that it should also be communicated everywhere else from your YouTube to your Wikipedia your thought leadership outside of LinkedIn to winning awards getting up on stage and speaking to having your own book Chris will discuss how you dress and how you look affects your personal brand both positively and negatively why great entrepreneurs like Richard Branson Elon Musk Steve Jobs and Bill Gates all have great but divisive personal brands but without them their respective companies would be nothing Chris will also discuss David Beckham Gareth Emery and Prince and what made their personal brands so effective and influential in succeeding in what they do Chris will share personal branding tips from The Joker Breaking Bad Darth Vader American Psycho and The Godfather that you can put into putting into practice yourself to enhance your own personal brand This new book Personal Branding Mastery for Entrepreneurs will give you all the tips lessons and help that you need as an entrepreneur to create manage and enhance your own personal brand to enable you to achieve all of your professional Managing Your Personal Brand Evelyn Verdugo, 2022-11-10 This book offers a simple methodology for anyone objectives wishing to achieve self knowledge and successfully channel it for either personal or professional growth Readers will find it relevant and applicable whether just starting on the path to self discovery or looking to deepen already held knowledge As we progress through the various stages in the methodology we go into depth on the experience of personal growth which will quide you to identify your unique skills and your life s purpose You will learn how to define your goals correctly in order to reach the next level The various practical tools provided here will teach you how to construct and manage your personal brand evolve according to personal and environmental changes and fulfill your purpose Bring Inner Greatness Out:

Personal Brand Dr. Mansur Hasib, 2022-08-02 Earn what you are worth achieve breakthrough professional success and layoff proof your career While you do not choose the circumstances of birth you have the power to choose your destiny by building a unique and compelling personal brand to enhance your value and change the trajectory of your success You can choose to solve your problems and harsh conditions so they lose prominence and fade into the background You can welcome others to join your circle of greatness so everyone can enjoy a better life You do not have to look for greatness outside because you are already born unique In a world of several billion people you are a supply of one You must find the unique gifts you have inside your likes and dislikes things you can be good at polish them showcase them and monetize them for multiple customers all over the world All of a sudden you will cease to be a common flower and become the extraordinary and valuable flower that you are That is what this book is about Come with me on your journey to a lifetime of greatness What is a personal brand Can I build a personal brand How does it help me Why do movie actors singers TV anchors and athletes earn millions of dollars Could I be globally famous like them Can I get better returns from my marketing How do I become the best in the world How do I grow my small business without spending a lot of money on advertising How can I be better at marketing and branding How can I use social media for marketing and sales How can I publish and market my books independently and be paid more for my work How do I publish audiobooks or narrate for others How do I create multiple streams of income Gain better job security Create my own success How can I prepare for and survive layoffs How should I negotiate salary How can I get fair pay How do I prepare for job interviews Write a good resume Why am I the best candidate for this job How can I justify my salary requirements How can I be more effective at professional networking How do I search for jobs that are not even advertised Why are less qualified people always getting that job or promotion I wanted What is my life purpose How do I find it If any of these questions are swirling in your mind this book has your answers In one book you get a completely new perspective to improve your life by building a valuable personal brand and gaining confidence just as it has for countless others globally Follow the easy step by step process and be amazed at the rapid results Greatness is truly a choice You do not need to be perfect you need to perfect your uniqueness Greatness is a choice and it has no end You can RideTheRainbow forever This is the revised and expanded 2021 2022 edition This book will enable anyone in any field at any stage of their career to rise and stay at the top of their chosen field or passion and compete on the global stage The 10Ks of Personal Branding Kaplan Mobray, 2009-01-16 Are you an employee stuck in a career rut Are you a student looking to get the right start Or do you just want to create a better you In The 10Ks of Personal Branding author Kaplan Mobray offers ten must know insights to building your personal brand In this inspiring guide learn how to focus your life s goals with your life s actions to create a powerful package called you Filled with easy to follow instructions and valuable tips on developing your personal brand this guide explains the 10Ks of personal branding Know thyself Know what you want to be known for Know how to be consistent Know how to accept failure as part of building your personal brand Know how to communicate your

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context for online personal branding With a special focus on YouTube the author provides a comparative analysis of two countries USA and Poland to open further avenues for research into this growing area An essential read for management and marketing scholars this study outlines and explores the evolution of media in the digital age from a business perspective and offers a thought provoking analysis for those interested in social media **How to Brand Your Professional Profile?** Nick Brown,2014-01-07 This book is highly productive if you are a CEO who wants to take your company to the next level an employee who wants to develop your career an entrepreneur who wants to start a business from scratch and a professional doctor engineer officer or freelancer who wants to establish their name as a brand or a youngster who wants to achieve your full potential and take the lead in your first career move A Personal brand when used as a marketing tool can make your professional profile more attractive visible credible lucrative and long lasting This book serves as a dynamic tool to develop your professional profile in a diverse world Get started with this stellar book to grasp the fundamentals of Personal branding

Personal Branding For Dummies Susan Chritton, 2012-05-08 The fun way to create and maintain personal branding Distinguishing yourself from the competition is important in any facet of business Creating a clear and concise image reputation and status in the professional world provides an edge whether searching for a first job exploring a change in career or looking to be more viable and successful in your current career Personal Branding For Dummies is a guide through the steps of creating and maintaining a personal trademark by equating self impression with other people's perception Personal Branding For Dummies covers everything you need to create your personal branding including using different organizations and associations to increase visibility and exposure to both clients and competitors making the most of networking tapping into Social Media outlets like Facebook Twitter and LinkedIn to showcase a personal brand building a personal through websites and blogging evaluating personal style and appearance using conversation negotiation and sales techniques best suited to a personal brand monitoring your brand reputation and successfully implementing feedback as it grows and develops and more Tips on utilizing Social Media to showcase your personal brand How personal branding can help advance your career Guidance on creating a clear and concise image With the hands on friendly help of Personal Branding For Dummies you ll establish a professional presence and personal brand identity to keep yourself distinguished in the business world Personal Branding Prabhu TL,2024-12-26 In today's competitive and interconnected world the question is no longer if you have a personal brand it s whether your personal brand is working for you Personal Branding Unlock Your Authentic Self and Amplify Your Impact is your ultimate guide to creating a personal brand that not only stands out but truly reflects who you are and what you stand for Whether you re a student stepping into the job market a professional climbing the career ladder or an entrepreneur growing your business this book equips you with the tools strategies and insights to craft a personal brand that drives success What You ll Learn Discover Your Unique Identity Understand your core values strengths and passions to create an authentic personal brand Through self reflection exercises

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Management Talaya Waller,2020-04-15 This book is the definitive resource for understanding the phenomena and process of personal brand management as it becomes increasingly valued in a global economy By providing a research based theoretical framework the author distills the concept of personal branding as it is applicable to individuals throughout all stages of career development as well as across industries and disciplines Extensively researched with numerous case studies this book clearly outlines the strategic process of evaluating the economic value of a personal brand to manage and scale it accordingly The author an expert in the field of personal brand strategy and management argues that a business is what a person or organization does but the brand is what people expect from that person or organization The two must align and the book s conceptual framework explains the theory and practice behind personal branding to accomplish this synergism The consequence of the digital age is unprecedented visibility for individuals and businesses As they engage with one another in more and more virtual spaces the need for understanding and managing the evolving complexity of this personal engagement is an economic reality For this reason the framework in this title provides insight and perspective on all phases of a brand in its recursive life cycle both on and offline By providing clarity and structure to the topic as well as practical theory for its application this title is the ultimate primer on personal branding in theory and practice

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