



GETABSTRACT REVIEW OF **U R a Brand!**

How Smart People Brand Themselves for Business Success

Marketing professionals use the "soft" science of branding to forge an emotional bond between a product or service, and its target market. Branding expert Catherine Kaputa advocates applying the same principles to creating your personal brand.

STEP 1

Have your team read the [getAbstract summary](#).

STEP 2

Schedule a team meeting to discuss the questions below.

STEP 3

Have a discussion with your team.

Discussion Questions

1. What did you learn from this summary?
2. Conduct a SWOT analysis to identify your Unique Selling Proposition.
3. What impact can this summary have on your future and your company's success?
4. Which of the summary's new concepts/ideas did you find surprising?
5. Share two ideas from this summary you can put in place today.

"Being good, by itself, doesn't guarantee success. We all know talented people who are underemployed, underpaid or even unemployed."

U R a Brand!
Catherine Kaputa

Additional resources



Personal Branding