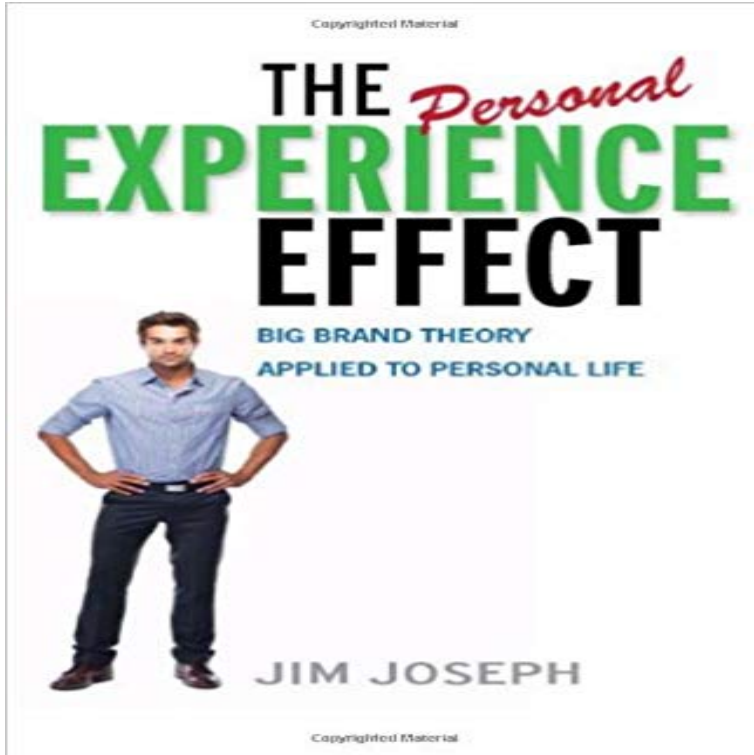


# The Personal Experience Effect: Big Brand Theory Applied to Personal Life



If there is a person who can teach you how to define and create your personal brand, that person is master marketer Jim Joseph. The bestselling author of *The Experience Effect* has now turned his attention to building that most precious of all brands -- you. In an economy where so many people are struggling, trying to recreate themselves and build new skillsets, the value of a personal brand becomes paramount. As we market ourselves for new careers or take ourselves in new directions, we need to think of ourselves as a brand. What are we projecting? How do those qualities, traits or experiences that we project create a brand that works for us? In other words, how do we create a Personal Experience Effect? Peppered with relevant examples, the book defines what it means to be a brand. The choices we make, their rational and emotional components, the energy we expend towards their projection...all these and more go into creating our personal brands. How do we keep it all conscious and consistent? A personal brand, like any good brand, needs to be consciously managed and controlled. Occasionally, as with corporate brands, a measure of fire-fighting may be required. This book shows us the what, the why and the how. *The Personal Experience Effect* is not only about big picture strategy. Practical details are discussed too. For example, an entire section is dedicated to creating the perfect elevator pitch. How can a personal brand work not just for today but into the future? Can a personal brand be enhanced over time? What measures of circumspection are required in our digital age, when memories can remain online long after they've been erased in our minds? The author shares this and more, honestly and caringly, narrating personal experiences as well as discussing celebrity brands. With inspiring examples and attention to detail, *The Personal Experience Effect* shows you how to win support to

define, build, and nurture your personal brand. Jim Josephs eminently readable book helps you Be Who You Want To Be.

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