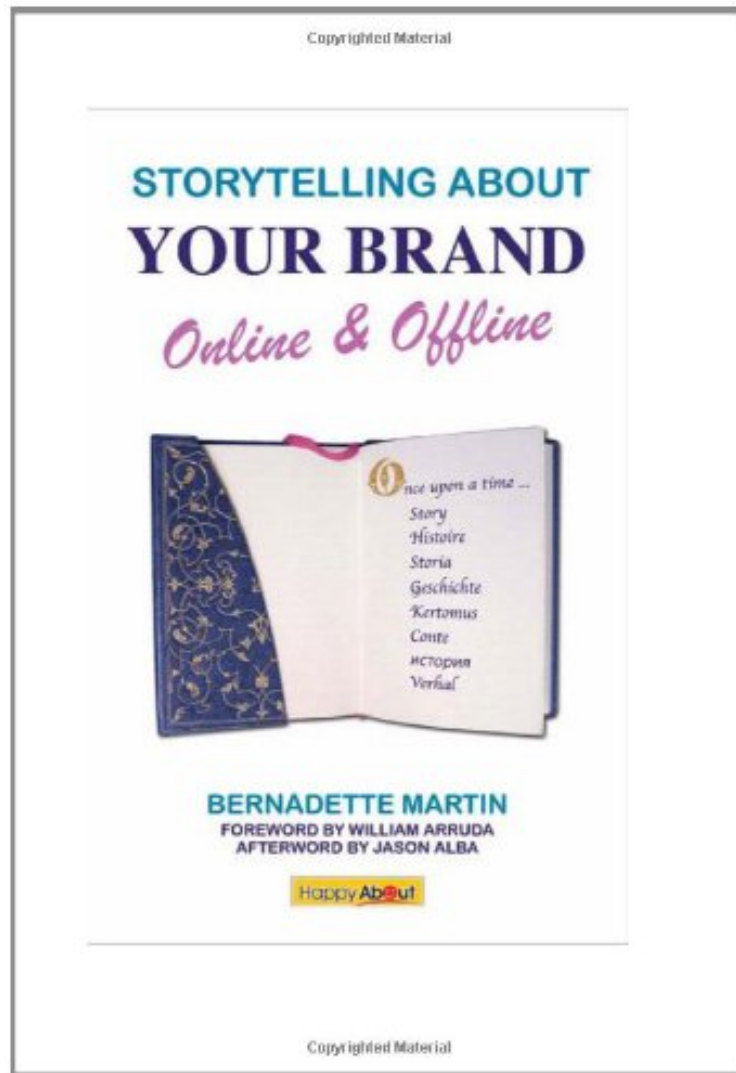


## Storytelling about Your Brand: Online and Offline

*Bernadette Martin*

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#1745466 in Books Bernadette Martin Martin Bernadette 2010-07-08 Original language: English PDF # 1  
8.50 x .35 x 5.511, .44 #File Name: 1600051448166 pages Storytelling about Your Brand Online Offline  
Effectively Message Your Online Using Social Media Such as LinkedIn Facebook and Twitter and Offli |  
File size: 62.Mb

**Bernadette Martin : Storytelling about Your Brand: Online and Offline** before purchasing it in order to gage whether or not it would be worth my time, and all praised Storytelling about Your Brand: Online and Offline:

2 of 2 people found the following review helpful. Careerists Entrepreneurs: Unearthing your value through telling your story -- this is where to start ...By Tara Kachaturoff Storytelling About Your Brand Online and Offline left me feeling inspired! Martin took a very large area of knowledge and expertise and condensed it down into something that was

information-packed, experience-rich and filled with a lot of examples, exercises and ideas which the reader can apply to his or her own particular set of circumstances. Very few books that are this length are so rich in value. I think few authors could have expressed so much, so well, and in so few words. With time being such a precious asset to all of us, having a book like this which succinctly communicates the essential elements of what needs to be done and how is highly valued. Martin's format, expert writing skill and layout made this book a joy to read. What's so impactful about this text is that it covers such an important and foundational part of ourselves - sharing with others our true value in a compelling way. Storytelling About Your Brand Online and Offline can help you create a branded bio that will serve you in so many ways and throughout your life. It taps into your essence and gently leads you along a path to becoming more clear about who you are and what you do. And, more importantly, it provides solid guidance on how to communicate that to others through a variety of techniques. I highly recommend this book to careerists, entrepreneurs and anyone who wants to unearth their story and get it out to the world in a powerful way. By using this book and applying it to your own details, you can craft a story that not only shares your value in a meaningful and significant way, but which also engages others on an emotional level. As you grow and understand yourself more deeply and as you add experiences to your life, this book will be helpful in refining your story so that it resonates with your true self. This book doesn't belong on your shelf. It belongs on your desk and in your hands as a useful, ongoing resource that will serve you well for years to come. Bernadette Martin's Storytelling About Your Brand Online and Offline offers a wonderful starting point for standing out in a world of over 7 billion people. We're all unique. We all have our unique story and this is where you can learn how to tell it. Disclosure: I received a review copy of this book and subsequently purchased a copy for my personal use as well. 6 of 6 people found the following review helpful. Storytelling? By R. A. Dilly Truth be told, I \*stumbled\* across Bernadette Martin in the course of ramping up my job search. Bernadette was featured in a webinar hosted by The Greater IBM Connection, an (extensive) online community for past and present IBMers. I've been fascinated (in a word) by the shift in the attention paid to social media, LinkedIn in particular, since my last full-time job search just 4 years ago. The question still remains today, "What is an effective strategy for using LinkedIn?" The webinar, "A Brand Called You" reviewed some key points about her book, Storytelling about Your Brand: Online and Offline of course, but also covered 3 LinkedIn \*makeovers\* which Bernadette had done. All 3 members of the Greater IBM community participated in the webinar as well and offered their perspective on the process and the result. Each had a very different background, which made it clear the approach could be applied to engineers like me. My expectation was that the concept was more for executives and sales folks. I ordered the book immediately. I'm still working through the questions which start on page 24. At 150 pages the opus seems, at first blush, deceptively simple to breeze through, but a good portion of it is workbook-ish. To get the most out of, I could quickly see I would have to roll up my sleeves and spend some time doing, and for me revisiting the exercises one is guided through. It's a format that works for me and lends itself to being spread out over time, indeed, like \*networking\*, it seems like one of those things one should intentionally pay some attention to on an ongoing basis. This book is a good way to get going. 0 of 0 people found the following review helpful. This book is great. I'm actually reading it now. By Racquel This book is great. I'm actually reading it now. It almost looks brand new. No highlighter marks in the book or creases. This was a good deal. Worth it for me.

"In her book, Bernadette Martin, the "Storytelling Sage," expertly fuses personal branding with storytelling to help people and corporations access their most compelling stories to strengthen their brands." -- William Arruda, President, Reach Personal Branding As neurological research confirms, storytelling is a powerful communicative tool. In her new book, Personal Branding Strategist, Bernadette Martin demonstrates how stories have transformed corporate images as well as professionals' careers. From Storytelling 2.0 or Digital Storytelling, to interviews with experts to the Branded Bio tool, Martin guides you in developing your own compelling story and then covers the gamut of online and offline opportunities available to reach your target and impactfully market the "Brand Called You." Using this book, professionals and executives of all types, entrepreneurs, consultants, musicians, academics and students will undergo a "personal branding process." Uncovering, clarifying and communicating what makes them unique, understanding their attributes, strengths, values and passions, they'll craft the stories that give new life to their careers, finding the most persuasive ways to tell them. Beginning with crafting the BIO, a "must have" in your Brand Tool Kit, readers will develop essential components to integrate into their verbal, written and visual messaging, to build their personal "brands." Let over 50 BIO references, 15 interviews with authors, thought leaders and recruiters, three exemplary case studies, a BIO "makeover" and a multitude of BIO "Gems" (excerpts that create memorable, captivating touch points that make you come "alive") help you discover your story, and positively impact your career. So....what's your story? If you have these questions, you will find the answers in this book: What is the difference between a BIO and a RESUME? How do I develop storied content to write my BIO? What are the essential elements in the Career Personal Brand Tool Kit? What can a BRANDED BIO do for my career? Where can I get the most impact with my BRANDED BIO online and offline?

"Now it's here--a book that contains breathtaking insights and thoroughly explains the forces of personal branding.

With a systematic and stringent logic in her approach, with simplicity and clarity in her writing, the author leads us right to the essence of the issues. Read it. You will be fascinated and stimulated to create, nurture, and grow your individual personal brand." --Edgar C. Britschgi, MA/MBA, President of the British Swiss Chamber of Commerce, Zurich/London; Managing Partner, Combo Management AG, Zug, New York, Shanghai, Taipei, Tel Aviv"Posting your "story" to use Bernadette's term, is key, not only for closed communities such as associations and company intranets like EPWN and The Greater IBM Connection, but for publicly viewed sites like Viadeo and LinkedIn. Her book provides the direction, guidance, tips, and tools to get you started." --Christine Cluzel - Manager of Marketing and Strategy - IBM Global Financing France European Professional Women's Network (EPWN) - Member"For chefs, aspiring chefs and all who are ensconced in the culinary world and passionate about what they do...sometimes the hardest thing is to market, promote, and brand yourself...yet we all have an interesting and different story. In her book, Bernadette Martin explains the importance of storytelling and crafting the Branded BIO tool...a good start for chefs launching their career." --Chef Kyle Shadix, Certified Chef de Cuisine, Registered Dietitian/Nutritionist, Author, Speaker, Spokesperson"I often use storytelling as an entry point into new cultures I need to explore. It creates a powerful bridge between who I am and the audience. I now have a brand new tool to help me in this exercise. I am delighted to have discovered Bernadette Martin's book." --Silvia Cambi, Member of the Executive Board, IABC (International Association of Business Communicators); Director, Chanda Communications; author, 'International Communications Strategy,' nominated for the FT Goldman Sachs Awards"In her book, Bernadette advocates using LinkedIn and alumni association sites. I agree with her that posting an engaging profile is key to connecting. The Thunderbird alumni association is a strong and globally active community. The connections made through our site, My T-Bird, remain pure to Thunderbird. Posting a BIO allows alumni to tell the Thunderbird community the story of their journey to where they are today and is a valuable tool for them to introduce or re-introduce themselves to prospective business partners, employers and friends." --Aleksandra Lubavs, President of the Thunderbird Alumni Network Board

From the Back Cover"This book is an excellent read for corporate leaders who want to message their connection to the corporate brand and its stakeholders." Amy Chen, General Manager, L'Oreal, Taiwan

"Bernadette understands the importance of storytelling to get people interested in your personal brand. Read this book...your brand depends on it!" Dan Schwabel, author of `Me 2.0: Build a Powerful Brand to Achieve Career Success'

"Bernadette Martin is an expert guide to using storytelling to create and promote your personal brand. Her book provides the blueprint you need to start." Lisa R. Mitchell, V.P. and Manager of Wells Fargo International Personal Banking, San Francisco, California

"Inspirational storytelling forges human connections and enabled the Tauck World Discovery brand to flourish for three generations. With insights that ring true, Ms. Martin strategizes and contemporizes the storytelling tradition so highly relevant in our globalized online economy today." Robin Tauck, Owner and past CEO - Tauck World Discovery

"Whether you're a "digital native" or a "digital virgin," Bernadette Martin helps you make a brand out of the stories that come after years of work...your brand." Mathias Herrmann, Managing Director (DG), Mercedes Benz Financial Services, France

"They say a picture is worth a thousand words. Well, this book is a fantastic resource to help you paint your own personal picture." Kip Harrell, President, MBA Career Services Council; Associate Vice President Career and Professional Development, Thunderbird School of Global Management