

Press Release

For Immediate Release

Innovative Blog on Personal Branding Attracts Global Attention

Personal Branding is one of the hottest topics in the world today. It is becoming increasingly important for individuals to create and maintain their own unique Personal Brand. Dan Schawbel, "The Personal Brand Spokesman", has produced a unique blog around this subject matter. Readers will learn and collaborate on several aspects of Personal Branding.

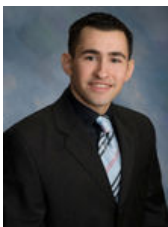
Develop a Distinct Identity

Personal Branding is defined as the total perceived value of an individual, relative to competition, as viewed by their target audience. Individuals must develop a core message, consisting of 4 distinct elements: personality, appearance, competencies and a differentiator. Projection of this core message must be clear, succinct and customized towards the target audience.

News Summary

Blog readers have adopted an entirely new concept, called Personal Branding. The Personal Branding blog was designed to cater to these readers by showcasing ideas and tools needed to achieve a successful career. These readers are commonly interested in career development, marketing, branding, job searching or the recruitment process, all of which stem from the concept. Each blog entry serves as a piece of the reader's Personal brand and they may use this knowledge to differentiate from the competition and increase their brand awareness, recognition and equity. The blog has been driven by both Dan Schawbel's ideas and experiences, as well as your comment from readers. Aside from the occasional blog entry, readers benefit from video podcast trainings, the ability to join the affiliate program, which allows linkages to and from other sites in this genre, and the chance to win "The Personal Brand Award." Unlike other blogs around this topic, readers will be able to display their own Personal Brands, become recognized and interact with others that share the same need to succeed.

Dan Schawbel



Dan has 6 years of experience as a marketing consultant, business owner, web designer, and market strategist, at age 23. As a marketing specialist for EMC² Corporation, Dan Schawbel has driven results by assisting in the launch of six new EMC solutions and services, leading a six sigma high performing team, and developing the current eService offerings. Prior to EMC² in 2006, he served in several marketing positions in companies such as Reebok, Lycos, LoJack, and TechTarget, where his experience in marketing diversified. Dan received his B.S. in Marketing from the Bentley College in Waltham, MA, graduating Magna Cum Laude.

Personal Branding Blog

5 Dolores Ave. – Apt #6

Waltham, MA 02452

<http://personalbrandingblog.wordpress.com>

Quotes

"Dan Schawbel is a master brander if I've ever read one. I read about 17 posts and saw that he knew more about personal branding than any human should know."

–Mike Sigers, simpleeconomics.com

"My readers want and need to know about subjects you're writing about! I like the layout and the graphics on your blog, too. Very professional, engaging and not too cluttered."

–Heather Mundell, dreambigcoaching.com

Relevant Links



RSS: <http://feeds.feedburner.com/personalbrandingblog>



Podcast: http://www.youtube.com/watch?v=Q5vKSS9_VoU



Wikipedia: http://en.wikipedia.org/wiki/Personal_branding

Articles

About.com: <http://jobsearch.about.com/od/careeradviceresources/a/personalbrand.htm>

Success.com: http://www.success.com/articles/1093/personal_branding_-_changing_the_game

FoxNews.com: <http://foxnews.com/blog/?bbPostId=Cz7ua0Q0s82G8Cz40fPcjZsSUVB3pbTfLccKrVB71bBKVKsw30>

Contact Info:



Dan Schawbel

Personal Branding Spokesman

Email: Dan@PersonalBrandingOnline.com

Blog: <http://personalbrandingblog.wordpress.com>

Personal Branding Blog

5 Dolores Ave. – Apt #6

Waltham, MA 02452

<http://personalbrandingblog.wordpress.com>