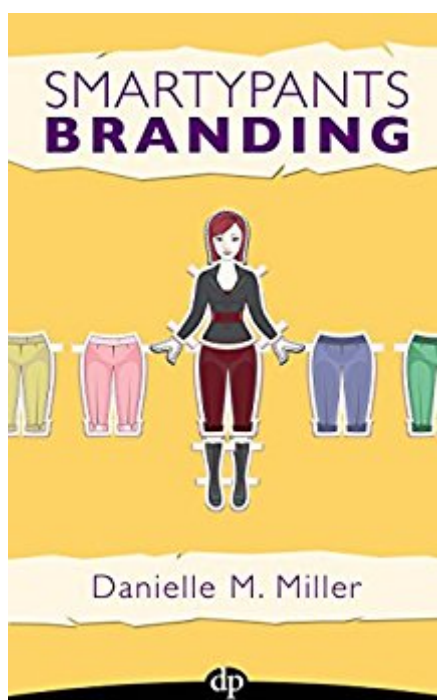


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Smarty Pants Branding: The Ultimate Guide For Women Entrepreneurs To Getting Recognized, Being Remembered, And Making More Money In Business



Synopsis

Hey Smartypants! Did you know one of the biggest challenges women entrepreneurs face in today's increasingly crowded digital landscape is how to be distinctive, memorable, and stand out from the crowd? Building on the concepts of Seth Godin, the iconic teachings of Tom Peters, as well as her own experiences as an entrepreneur, Danielle M. Miller guides creative and smart women in applying big brand concepts to their businesses. Having honed her brand methodology by working with women solopreneurs and entrepreneurs over the last seven years, she shares what it truly means to brand yourself in today's digital age. Learn how to align your core values, tap into your Leading Archetype, talk to your Right People without losing your essence, and own the voice and vibe that is distinctly you. Isn't it time to go beyond taglines and logos to discover the crucial building blocks in crafting a brand that represents who you are and how you show up?

Book Information

File Size: 1025 KB

Print Length: 89 pages

Publisher: The Difference Press (March 9, 2015)

Publication Date: March 9, 2015

Sold by: Amazon Digital Services LLC

Language: English

ASIN: B00UGSX6AW

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Best Sellers Rank: #442,919 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #101

in Kindle Store > Arts & Photography > Graphic Design > Commercial > Branding & Logo Design

#542 in Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Advertising

#1397 in Kindle Store > Business & Money > Marketing & Sales > Advertising

Customer Reviews

Love the irreverent Smartypants humor throughout this book. I'm more of a Smartypants than I was

owning up to. Admitted to having an intuitive, quirky personality, but (previously) didn't like the negative definition associated with being a smartypants ... you know, that one that "knows everything about everything" one. However, I especially resonated with Danielle's statement about what it means to be a smartypants in terms of knowing yourself and your business. She says "Because someone who is a Smartypants at branding herself knows everything about herself, and isn't afraid to bring all the best she has to the table. It's about honing in on authentic (real) self and expressing _that_ as your 'brand'." Whether you already think you have a good handle on you and your brand or whether you are stuck in self-discover "I'm not sure" mode, I'm convinced that you'll benefit by reading Danielle's book and chewing a bit on what she has to offer. BTW, I don't know Danielle. And I doubt she knows me from Eve. But I am hoping to rectify that in the future. Perhaps a Smartypants conference is in order. Am grateful that someone I do know (virtually at least), Shannon Cherry suggested I check out Danielle's book. It was worth my time.

Danielle's book takes the sting out of branding and allows the reader to understand that their branding is not a one-time activity but can and does change as they evolve. The exercises in the book peel away layer after layer to reveal one's uniqueness and it is for the reader to own their true brand essence. I loved the Archetype Brand Discovery Quiz. Uncannily spot on, my family, friends and colleagues had been using my Archetype's terminology to describe me and the quiz got it spot on. Thank you, Danielle for the self-discovery experience.

I am a solopreneur. As I try to make my mark on the world, the issue of needing or being a "brand" has come up multiple times. But I didn't really know what that meant, until now. Smartypants Branding has set me on the right course for owning who I am and what I have to offer. Danielle gives concise, concrete directions on how to get recognized, be remembered and make more money in your business. You can read the whole book and then go back and do the exercises, or play along as you're reading. What I love most is her ability to expose all my fears; the fears that are bubbling just under the surface. Danielle makes short work of those fears and I now feel empowered to build my personal brand.

I loved this book. This is the book that I wish I had read in my early struggles becoming an entrepreneur. Even though her tone is humorous and down-to-earth, Danielle delivers a

no-nonsense approach to creating a brand that is alignment with who you really are and your core values. Unlike other business guides that are full of fluff and flattery, *Smartypants Branding* is jam-packed with real lessons, exercises, and resources that help you understand why branding is important, why you need one, and how to create your own unique brand. By asking questions and revealing personal stories, Danielle not only leads you by the hand through the world of branding but also gives you the tools that will help you develop a brand that will successfully move you forward in your business. This is one of the few books that I will reference and read over and over again!

Danielle Miller puts the PERSON back in "personal branding." If you're looking for buzz words, packaged quick fixes or formulaic advice, do not read this book. If, however, you want someone to help you dig deep and discover how to authentically present yourself as your brand, you must read--and reread, highlight and underline--this marvelous resource. Miller provides a wealth of tools and exercises to help readers get to the core of what they believe about themselves, their gifts, their abilities and their mission in the world. Armed with this critical information, readers can begin to craft a personal brand that genuinely reflects who they are and which will resonate naturally with their audience. Miller's lively voice infuses every page, making this book the polar opposite of so many of the dry "how to" books on branding.

What makes you easy to recognize in a market overcrowded with so many options where to choose from is your uniqueness and that is what you have to transform into your brand. *Smartypants Branding*, is the guide that will provide you with the necessary steps and exercises to apply in the implementation or improvement of your branding with ease and fun. If than brand is in alignment with your core values and what you really love to do, then it would be so easy for you to "perform naturally" what is included in your brand because is part of your essence, so you are already doing, vibrating with it, and that is what you will find in this guide. Please go ahead and get this book, read it and apply it, you will be happy you did it.

SmartyPants Branding is for the woman entrepreneur who knows a lot, but is still struggling to fully know herself in her business. Danielle Miller knows her stuff and that's obvious because in this book she isn't speaking to everyone, she's speaking to the woman who is ready to create her brand from the inside out. She teaches you how to reach your ideal client, not through a series of blogging, newsletter and social media action steps,

but through the process of gaining clarity about who you are and what you do. If you've ever asked yourself, what do I really do? Or What should I call myself, this book is going to serve you and your business.

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