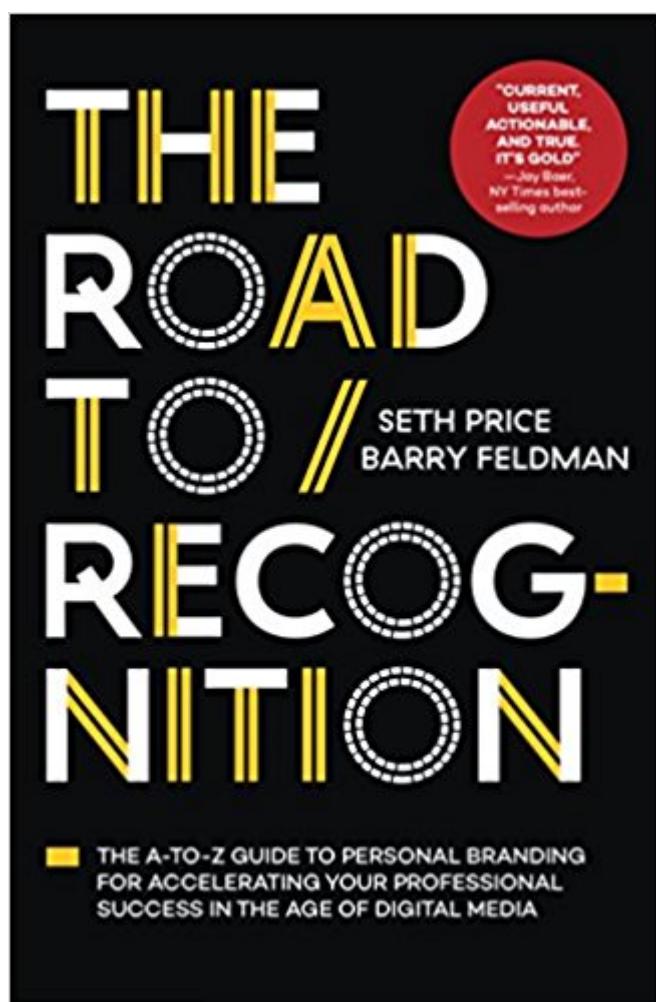


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# The Road To Recognition: The A-to-Z Guide To Personal Branding For Accelerating Your Professional Success In The Age Of Digital Media



## Synopsis

Ready to reap the rewards of recognition? You own a brand. Its name is your name. You need to take ownership of it and earn recognition as an expert in your field. There's no simple shortcut. But now there's a remarkably useful roadmap featuring: An A to Z guide packed with actionable advice for developing your personal brand and accelerating your professional success. 26 practical lessons to help you whether you're an entrepreneur, business leader, aspiring professional, creative, marketer or second careerist. Insights from professionals who are reaping the rewards of recognition.

## Book Information

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## Customer Reviews

Ã¢ ¸Ã“Current, useful, actionable, and true. Its gold!Ã¢ ¸Ã“ Ã¢ ¸â • JAY BAER, New York Times Best-Selling Author of *Youtility* and *Hug Your Haters* Ã¢ ¸Ã“Clever, fun and about as comprehensive a guide as youÃ¢ ¸â,Ã¢ ll find anywhere.Ã¢ ¸Ã“Ã¢ ¸â • ANN HANDLEY, Best-Selling Author of *Everybody Writes* and *Content Rules* Ã¢ ¸Ã“Personal branding is a language thatÃ¢ ¸â,Ã¢ s best learned via a guided journey. Read this book to master individual differentiation in the land of information overload we call the web.Ã¢ ¸Ã“Ã¢ ¸â • FREDERICK TOWNES, Co-Founder & COO of Placester, Creator W3 Total Cache Ã¢ ¸Ã“The Road to Recognition is one of those books that reminds me of how I felt while reading Gary VaynerchukÃ¢ ¸â,Ã¢ s first book, *Crush It*. As I read IÃ¢ ¸â,Ã¢ m making a list of everyone I want to send this book to.Ã¢ ¸Ã“Ã¢ ¸â • STEPHANIE CHUMBLEY, Director of New Media and

Education at Chicago Title Company of Oregon —“If you want to achieve success in your career on your own terms, you need to read this book.” • MICHAEL BRENNER, CEO, Marketing Insider Group and Author of The Content Formula —“If you’re a living, breathing human being doing business in this world, you’re a brand and no one understands that more than Seth and Barry. Here is a roadmap to success worth reading.” • NOBU HATA, Director of Member Engagement for the National Association of REALTORS® —“Seth and Barry have outlined a simple roadmap for building relationships and recognition in the digital age. This is a must read.” • MARK ROBERGE, Chief Revenue Officer at HubSpot, Senior Lecturer at Harvard Business School, Author of Sales Acceleration Formula —“Personal branding is a necessity in today’s marketplace. This quick-and-easy guide shows you how to do it with heart and verve.” • DORIE CLARK, Author of Stand Out and Reinventing You, Adjunct Professor, Duke University’s Fuqua School of Business —“There are plenty of smart people and resources in this industry, but few think about the delivery and reader experience like Seth and Barry. If you’re a believer in books that are both nutritious AND delicious, you’re in luck.” • JAY ACUNZO, founder of Unthinkable.fm

Seth Price is a marketer, motivator and media maker—an executive and entrepreneur. Having consulted for more than 300 companies the past 20 years, he’s recognized as a business-builder and digital marketing specialist. He’s passionate about delivering lessons to help business people use media and technology to develop more relevant brands and more rewarding careers. Seth is currently the Chief Instigator at Placester, home of the Real Estate Marketing Academy, a top educational resources for real estate professionals visited by more than 100,000 marketers each month. Placester is the fourth multi-million dollar company Seth has helped grow from scratch. As the #3 hire at Placester, Seth has worn all of the go-to-market hats and helped the company build a 450,000-plus customer base in less than five years. Seth is relentless on the entrepreneurial front as well. He’s an in-demand speaker booked over 25 times each year to deliver actionable sessions on personal branding, marketing strategy, and sales. His interview-based programs, Craft of Marketing and Marketing Genius are widely heralded as top marketing strategy podcasts. Seth is a popular guest blogger for numerous publications and advisor to early stage technology and social media companies, via Startup Institute and Betaspring. Seth lives in Providence, Rhode Island. He’s a husband, father, chef, gardener and martial arts junkie. Barry Feldman is a digital marketing super freak. After an eight-year stint in

the advertising agency business, Barry founded Feldman Creative. LinkedIn, Inc. and many other entities have recognized Barry as a top content marketing and social media influencer and leader. Over the past 25-plus years, Barry has written marketing copy and provided digital marketing strategy for thousands of companies and entrepreneurs. Barry now specializes in planning and developing content marketing for companies that deliver marketing technology and digital marketing agencies. Barry's writing has touched millions. He's a popular guest blogger published by more than 30 marketing publications, a columnist, and SlideShare keynote author. In 2015. Barry published his first book, SEO Simplified for Short Attention Spans. Barry is the co-host of the Content Matters podcast, a speaker at marketing conferences, and digital marketing trainer for enterprises and online education specialists. Barry lives in Folsom, California. He's a husband, father, dog lover, tennis player, musician, and rock and roll maniac.

Yes, I said buy it three times. Once on Kindle, so it's available on any device with your annotations and highlights. Once on paper, because you'll want to flip through, mark it up, and remind yourself of what to try next. And an extra copy, to give to that colleague you want to see succeed. There are a ton of personal branding resources out there. Why did I buy one more? I bought The Road to Recognition because I've been a follower of Barry Feldman's work for years, and he's the real deal. His content marketing savvy is unquestionable, his copy writing ability proven again and again. It's not hype when I can see it working on myself -- the stuff I click on because of how he says it, the stuff I learn because he doesn't just rehash what everyone else is saying. I've been in online marketing myself for over 20 years, and it's not everybody that impresses me with fresh insights. Knowing Barry in a professional capacity, I knew this resource was going to be above and beyond. It did not disappoint. (Sorry, Seth. I don't know you, so I don't feel equipped to sing your praises. But if you're part of the reason this book got written, then thank you, thank you, thank you!) Reasons to add this book to your shelf:- It doesn't waste your time. It's concise.- It doesn't miss anything important. You follow this roadmap, you'll see success.- Because of the above, it's a handy quick reference. Read through this baby once a year and keep yourself on track and moving forward. The only thing that detracts from the execution of the content, if you could really call it detracting, is the A-Z arrangement of the topics. Personally, I'd group things so that related items are together. But it's a good thing they didn't consult me, because using the alphabet for an "A to Z" approach is super catchy, and shares really well on social media. Besides, books are more fun when you can highlight them, annotate the margins to refer to other sections, and put sticky flags in the corners. Oh, I should mention one other thing: This book covers "everything you need to know" to

succeed, but it's not designed to give you step by step instructions for each item. Trust me, this is a good thing. The latest and greatest how-to on the tactics in this book are to be found online, and that's where you should go for that hands-on, step-by-step detail. This book is your golden guide to what's vital for success and why.

I was fortunate to read an advance copy of Seth Price and Barry Feldman's new book: *The Road to Recognition*. And, I am glad I did. As a digital marketing professor that teaches undergraduates about personal branding, I find that their A-to-Z Guide provides an easy-to-read and understand introduction to this growing and professionally relevant topic. Their 26 chapters follow the alphabet down a path of understanding of the major components of building a personal brand. I particularly liked the chapters explaining and justifying the importance of A=Authenticity, B=Blogging, C=Content, D=Design, G=Google, J=Joining, K=Keywords, and L=LinkedIn. The final chapters of Y=You Do and Z=Zeal provide a great summary and inspiration to get up and start branding yourself. *The Road to Recognition* is a must read by students and other aspiring young professionals that want to learn how to take control of their reputation and guide their personal brand for job search and career success. Thank you, Seth and Barry. You have earned an A+.

There is no question that in today's world you need to differentiate yourself online for professional career success and as a result, over the years there have been a multitude of books around the topic of personal branding that have been published. Today there are even courses being offered by digital marketers for thousands of dollars to help people promote their personal brand online.

Frankly, I would refrain from investing in those programmes and instead purchase *The Road to Recognition: The A-to-Z Guide to Personal Branding for Accelerating Your Professional Success in The Age of Digital Media*. This book provides you with ideas that you can implement yourself to help you become more visible online. Note that the book does not provide a route map that you will follow step by step. The chapters are structured around an A-Z of topics. So if you are the kind of person who likes to immerse themselves in a topic and are pressured for time, reading and implementing ideas from specific chapters of the book will be ideal for you. You will find online visibility tips related to blogging, getting the most out of using LinkedIn, using keywords, podcasting and using online video to name just some of the topics covered. As someone who has spoken and taught personal branding to students, entrepreneurs and business leaders for more than 10 years I would recommend that you read this book in conjunction with *Career Distinction: Stand Out by Building Your Brand* by William Arruda (one of the first authorities on the topic of personal

branding) and Kirsten Dixson. While "Career Distinction" was published ten years ago, the methodology for unearthing your personal brand presented in the book is a great primer and will provide you with a solid foundation from where you can then use the ideas and tactics shared in "The Road to Recognition" to help you become more visible online. Here are some of the people I think will get the most from reading "The Road to Recognition":- you are an entrepreneur looking to present yourself as a credible leader for your new business- you are a consultant or coach who wants to be found online ahead of your competition- you are a graduate about to embark on your journey into the workforce. But remember that purchasing the book is just the first step. It then requires diligence and commitment to turn the ideas from the pages of the book into action and then results. But when you do so, you will find that you will be on the road to recognition as an authority in your field of expertise.

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