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**To Reinvent Your  
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From the Inside Flap  
Position yourself for  
the best opportunities

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Clearly communicate your unique value Put your "cake" and "icing" together for a strong brand Leverage the influencers who can accelerate your reputation Build your Brand Action Plan for online and offline success

## **BrandingPays: The Five-Step System to Reinvent Your ...**

She is the author of the best-selling business

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book, BrandingPays:  
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has been featured in  
BusinessWeek, Fast  
Company and in major  
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She has trained  
thousands of  
professionals on the  
unique BrandingPays™  
System for personal  
branding.

**Karen Kang's  
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**Corporate and  
Personal Branding**

For the first time, Kang makes her signature method available to a mass market with BrandingPays: The Five-Step System to Reinvent Your Personal Brand (January 2013). Readers will learn how to apply her "Bake the Cake, then Ice It" metaphor to reinvent their personal brands for today's world.

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**BrandingPays: The  
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Branding Pays: The  
Five-Step System to  
Reinvent Your Personal  
Brand by Karen Kang is  
a great text on  
determining and  
implementing your  
personal brand to  
succeed in business.

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BRANDING PAYS: THE



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FIVE-STEP SYSTEM TO  
REINVENT YOUR  
PERSONAL BRAND  
(BrandingPays Media)

by Karen Kang is the perfect book to read if you're in the process of attempting to get to the next step of your career. The author, a well-known brand strategist and founder/CEO of her own personal branding company, shows how to do this by utilizing a step-by-step approach

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that's very easy to  
follow.

**[PDF] BrandingPays:  
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www.brandingpays.com Be your own brand manager. Karen Kang shares the framework for her five-step system: positioning, messaging, developing a brand strategy, identifying your ecosystem and...

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## **BrandingPays Five Step System Overview (at Stanford)**

5 Step System to  
Create a Brand by  
"BrandingPays" Author,  
Karen Kang - Duration:  
4:19. ... 5 Steps to  
Defining Your Personal  
Brand with Amy  
Schmittauer - Duration:  
4:30.

**Karen Kang, Author  
"Branding Pays: The**

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## **BrandingPays: The Five-Step System to Reinvent Your ...**

Karen Kang lays out a powerful step-by-step system that makes personal branding actionable and achievable. Her stories and examples bring the methodology to life, and make the book a delight to read. I highly recommend BrandingPays for any professional serious

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about career success.

To Reinvent Your  
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Sample Brand

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**Resources | Karen  
Kang's  
BrandingPays**

I wrote  
BrandingPays™ : The  
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Brand to fill this need.  
The focus of it is on  
building a brand  
positioning strategy  
and developing your  
image and key  
messages, but it also

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includes many practical tips for implementation. I want to help you feel confident in branding yourself.

## **Branding Pays interior KK rv12**

Karen is a pacesetter the field of personal branding. She is articulate, on the cutting edge, and gifted in the area of communication.

“Branding Pays: The



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Five Step System to  
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In 2013, I published my  
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book, BrandingPays:  
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Becoming a frequent

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Five Step System  
guest expert on major

TV, radio, print and

online media, along  
with speaking

engagements at  
leading business  
schools and

conferences, cemented  
my reputation as a  
national leader in  
personal branding.

## **Blog | Karen Kang's BrandingPays**

Positioning --Step 2.

Messaging --Step 3.

Brand strategy --Step

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4. Ecosystem --Step 5.

Action plan  
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social media : getting  
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Five-step system to  
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Branding Pays: The  
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Brand By Karen Kang  
As a professional  
fiction author I came to  
this book both as a  
reviewer - and a  
consumer, so the  
comments that follow  
are biased towards the  
solo author  
entrepreneur.

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methodology has been  
proven in Fortune 500  
companies and leading  
business schools.  
Former Regis McKenna  
Inc. Partner Karen Kang  
builds upon concepts  
and techniques from  
the legendary  
marketing firm that

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created and launched  
the Apple brand.

## **Branding Pays on Apple Books**

Karen Kang's new book  
Branding Pays™ : The  
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Reinvent Your Personal  
Brand would be the  
ideal starting point.  
She's a former partner  
with Regis McKenna,  
the iconic Silicon Valley  
marketing firm that  
created and famously  
launched the Apple

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To Reinvent Your  
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Karen Kang is the  
author of

BrandingPays™ : The  
Five-Step System to  
Reinvent Your Personal  
Brand (January 2013).

She is a recognized  
brand strategist and  
the CEO and founder of  
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cor. Santa Clara. 5  
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