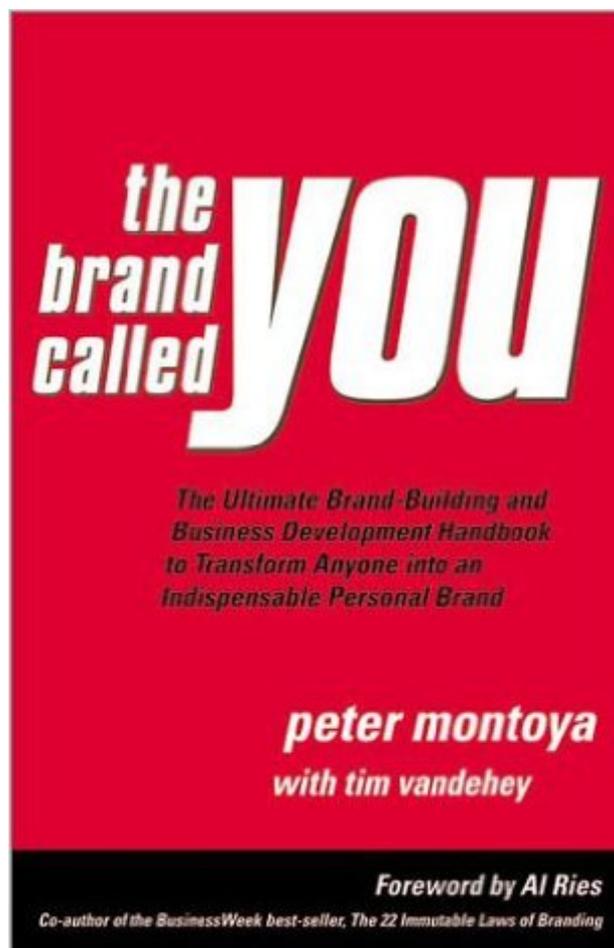


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# The Brand Called You: The Ultimate Brand-Building And Business Development Handbook To Transform Anyone Into An Indispensable Personal Brand



## Synopsis

Establishing a Personal Brand and riding it to personal wealth and professional success is more than a matter of polished business cards or wearing the right suit, as some branding mavens would have us believe. Personal Branding is who we are, authentically and without anything held back, crafted and communicated in a way that maximizes our influence with the people who can make us successful. This is the focus of *The Brand Called You*, the most authoritative resource to date on what makes Personal Branding effective, the principles behind the success of any brand, and the strategies any business owner can use to become the inevitable choice for anyone seeking a product or service.

## Book Information

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## Customer Reviews

"The Brand Called You" has one of the longest subtitles that I have ever seen on a book, but it is an accurate synopsis - "The Ultimate Brand-Building and Business Development Handbook to Transform Anyone into an Indispensable Personal Brand". If you ever wanted to know about personal branding this book will give you a thorough understanding of what it is and what it is not. "Branding" is pretty much a buzz word in the marketing arena but rarely have I encountered anyone who truly understands it as well as Peter Montoya. In this book he examines a specific type of branding - personal branding. The coverage is absolutely the most exhaustive that I have seen anywhere. He starts with the basics of defining personal branding and continues through building an appropriate brand, strategies for personalized branding, power tools for developing a personal

brand, and a plan for establishing your personal brand in twelve months. If you want your business to be the next Eddie Bauer, Charles Schwab, or Ben and Jerry's this book is an indispensable guide to get you there. It is a highly recommended purchase for anyone seeking to establish name recognition as a personal brand and the best guide I've seen on the market today.

As a professional consultant, I thought I was the target market for this book. I mean, it does call itself "the ultimate", doesn't it? Well... I was beyond disappointed. If you have ever marketed yourself or your business, if you have ever read a business book in your life, if you have even just managed to stay in business for more than a year, this book is far too basic for you. According to the authors, the crux of personal marketing seems to be creating "personal postcards" and sending them to people anytime you can figure out an excuse to do it. There are a few other ideas that they beat to death, as well. While these ideas may be a good idea for some, there is just so much more that. The book looks good, but the reality is that there are too few ideas, the ideas covered are outdated, and I thought the whole tone was pitched really low and patronising. It was a waste of money, but more than that, a total waste of time.

The biggest takeaway from Montoya's book is the need for consistency. The fact is some experts lose track of the need for a steady hand on the wheel, thereby blurring their "brand" (ugh, that word is far too overused and meaningless; but that's a debate for another day). Whether they are authors, trainers, lecturers, or entrepreneurs (or a combination of each), all signs must point to a consistent image that the expert consciously tries to cultivate. Some of Montoya's techniques are a bit simplistic and oversold. It is important to remember that readers have the ability to take what works for them and discard the rest. If I get one or two "wow" ideas from a book these days, I consider it a worthwhile read. Montoya's emphasis on consistency was a pertinent "wow" reminder.

I really tried to like this book. It came recommended to me from a person who I truly respect. I just couldn't get into it. The idea that a business will be significantly more successful if it bears its founder's name is just plain wrong. Do we really trust Merrill Lynch more than we trust Wells Fargo? Do we really trust Dell more than Apple?! The gentleman who writes the forward even goes as far to say that we should change our names to be more successful. This was probably true sixty years ago but Arnold Schwarzenegger, Renee Zellweger, Chris Columbus, etc. are at the beginning of a long, long list of successful people with "funny" names. Some people in recent times have said that changing their names has helped them professionally but it's definitely not an idea worth writing a

book about or building a business on. Given that my friend who knows a thing or two about business recommended this book I'm sure that it has some great marketing principles buried beneath the rubbish of the beginning. The thing is, if I so vehemently disagree with the ideas of the beginning of the book then I will have little respect for the ideas that are argued later on.

The Brand Called You: The Ultimate Brand-Building And Business Development handbook To Transform Anyone Into An Indispensable Personal Brand is a solid guide to building a personal relationship with customers and selling oneself even more strongly than one's product or company. Peter Montoya (Founder and President of the advertising agency Peter Montoya Inc.) offers a compendium of tips, tricks, and personal branding techniques from creating a quality personal website; to taking advantage of networking and referrals; to using a catchy personal logo; to writing a one-year branding and marketing plan, and so much more. The Brand Called You is an excellent and commended resource for getting ahead of the game.

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