



# **Make a Name for Yourself: Eight Steps Every Woman Needs to Create a Personal Brand Strategy for Success**

*Robin Fisher Roffer*

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## **Make a Name for Yourself: Eight Steps Every Woman Needs to Create a Personal Brand Strategy for Success** Robin Fisher Roffer

One of America's leading brand strategists shares her step-by-step program for creating an unforgettable identity in today's marketplace.

For any woman who has ever gone to work in the morning and thought "there must be more," branding expert Robin Fisher Roffer reveals the eight surefire steps for developing a unique, personal brand strategy for success by identifying your extraordinary attributes, thinking about your values and passions, and learning how to use them to build a successful and fulfilling professional life. Whether you're starting out in the workforce, beginning your own business, changing careers, or trying to make it in the corporate world, Roffer will help you to uncover a focused direction for your career that celebrates you.

## **Make a Name for Yourself: Eight Steps Every Woman Needs to Create a Personal Brand Strategy for Success Details**

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Author : Robin Fisher Roffer

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# From Reader Review Make a Name for Yourself: Eight Steps Every Woman Needs to Create a Personal Brand Strategy for Success for online ebook

## Marissa Nelson says

This book has been a step by step guide in how to create a brand. I learned so much about branding and myself through each chapter. This is a must read if you have ever struggled with marketing and creating your brand!

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## Jane says

Amazon review:

This is the first book I've read that actually made me feel good about branding and marketing myself. I felt, incorrectly, that by branding myself I was turning me into a commodity. Roffer puts a practical and positive spin on it. For job seekers the question: "Tell me about yourself" comes up frequently. Networking is to finding a job and having a tagline and a clear message about what you do and what your care about makes a clear impression. She includes exercises and no nonsense advice at the conclusion of every chapter. As she writes, "When you don't brand yourself, someone else will," and "Consistency, clarity and authenticity is the holy trinity of branding." Get your objectives clear in your mind and mean what you say. Enthusiasm is contagious.

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## Lauren says

Off the top let me just say that I am typically very skeptical about any book that promises its knowledge comes in the form of a numbered list. Because of that, I likely never would have picked up *Make a Name for Yourself* if it hadn't been recommended by a trusted colleague. The book is not a traditional marketing book, and in fact is not aimed specifically at entrepreneurs, but rather at women interested in success in their careers regardless of who writes their paycheck. That said, for those of us who see our own personalities and vision closely wrapped up in the identity of our business / services / products, there are some useful exercises in the book.

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## drozda says

useful

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## Marianne says

Great little book on helping you define and refine your 'package' of assets in the business world.

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### **Andi says**

Some good advice and case studies, but the offensive language dates this book and makes me skeptical of the rest. To describe a well-dressed man as "f\*ggy" is just not ok. The judgmental tone of the "dress for success" section was a total turn off.

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### **Kathleen Ruth says**

AN ENTERTAINING LOOK AT BRANDING FROM A SUCCESSFUL WOMAN'S POV.  
RECOMMENDED FOR ALL WHO ARE THINKING OF STARTING THEIR OWN BUSINESS.

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### **Kate McMurray says**

Really fantastic primer on building a personal brand. Some of it's a little dated (the book was published in 2000 and doesn't anticipate social networking) and some of it's even a little cheesy, but I found that, when I read the book and worked through the exercises, I was able to really focus my goals and ideas and map out how I want to develop my career. Highly recommended for self-employed women especially.

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### **Gumby says**

I'm not convinced I need to create a personal brand strategy for success.

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### **Lesley Looper says**

I bought this book several months ago and forgot about it, but I'm glad it rose to the top of the stack again. This book is partly about putting your best foot forward, but it's more than that. It helped me to think more about personal image and how others, both at work and elsewhere, may see me.

This book gives case studies and well as exercises to work through, in addition to tips, resources, and things to think about. One of the points the author made was to think about what your car says about you, not just the make and model, but also how you maintain it (or don't). After I read that section over the weekend, I went to the carwash and cleaned and vacuumed out my car, then went to the gas station to top off my tank. I've decided there's something to starting the work week with a clean car and a full gas tank.

Of course, there's a lot more to creating and building your personal brand than washing your car, and there are quite a few ideas in this book. I'd recommend checking it out.

