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Autore	Walker Dan
Titolo	The 90 day brand plan : how to unleash your personal brand to dominate the competition and scale your business // Dain Walker
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Soggetti	Branding (Marketing) Success in business
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Sommario/riassunto	"This book serves as a play by play on how to become a figure of authority in your field and turn that into a money-making machine. It dives into how you can get paid for being a known name through your businesses, products and services. It'll show you how to nail and scale the likeability of who you are as a character to channel your personal brand's attention into whatever company or thing you're building. It's a tell all on how Dain Walker used his personal brand on Instagram to grow multiple million-dollar brand opportunities. It's a guide on how to do it using charisma, creativity, sales tactics, action plans, and fun daily mental exercises that Walker uses to get into the right mindset to leverage all the possible opportunities social media can create. It's about how to unleash your credibility and storytelling for greater impact. The book will serve anyone who desires to use their name to become a known influencer, household name, artist, or micro celebrity. Walker will break down the barriers of fear, rejection, and how to overcome the self-doubt of the dreadful imposter syndrome monster. It

will unpack what it takes to build personal belief and channel it creatively into content of all formats, such as social media, speaking, selling, podcasting, marketing, pitching, advertising, and more. Walker believes that every book he's read in this category ironically lacks a known, digitally relevant voice behind it, and he intends this book to change that."--
