



# Build Your Own Brand: Strategies, Prompts and Exercises for Marketing Yourself

*Robin Landa*

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## What is *your* brand?

As a designer your success depends on how you brand yourself and the service you provide. This book will help you explore, develop, distill, and determine a distinctive brand essence, differentiate yourself, and create your visual identity.

*Build Your Own Brand* is a guided journal designed to help you sketch, write, design, and conceive the way you brand yourself. More than 80 prompts and exercises will help you develop your:

- Personal brand essence
- Visual identity and style
- Resume and elevator pitch
- and much more!

Whether you're trying to land a new job or launch a design business, let this unique guide light the way. You'll find helpful advice, interviews, and prompts from esteemed psychologists, creative directors, brand strategists, designers, artists, and experts from a variety of disciplines. Build *your* own brand today!

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