

Interview Topic:

“How to Build a Powerhouse Personal Brand on the Job – and Earn More”

Personal Branding Expert Shares How Branding Yourself Helps Catapult Your Career

Possible Interview Questions:

1. So, Brenda, I have to ask you about the name of your book series *How YOU™ Are Like Shampoo* ... How *am* I like shampoo??
2. You say everyone already has a personal brand... why is that, and why is a personal brand particularly important at work?
3. How is your personal brand different from your “reputation?”
4. You say there are three steps everyone should take to make sure they build a powerful personal brand on the job. What are they?
5. So, let’s start with the first one – Defining it. How do you do that?
6. You say there are 5 activities we all do each and every day that most communicate our personal brands. Can you share those with us?
7. The last step is to protect your brand or “avoid damaging it.” What are some of the biggest mistakes you see people doing when it comes to branding themselves?
8. Can you share some of the ‘myths’ that exist out there about personal branding? **[Depending upon time, we could talk about as many as 3 personal branding myths tips]**
9. If the audience could only remember one thing about personal branding, what would you say and why?

*Brenda S. Bence is an internationally-recognized branding expert, certified executive coach and award-winning author of the **How YOU™ Are Like Shampoo** personal branding book series. With an MBA from Harvard Business School, Brenda spent the first 20 years of her career building mega brands for Fortune 100 companies across four continents and 50 countries. Now, as President of her own business - Brand Development Associates International - Brenda helps companies and individuals achieve greater success through building powerhouse corporate and personal brands.*

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