

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 at work 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 on the job, what would you say and why?

Brenda Bence is an internationally-recognized branding expert, Certified Executive Coach, Certified Speaking Professional, and the author of several award-winning books, including the How YOU™ Are Like Shampoo personal branding series. Her book, Smarter Branding Without Breaking the Bank: Five Proven Marketing Strategies You Can Use Right Now to Build Your Business at Little or No Cost, has helped small business owners and solopreneurs around the world unleash a treasure chest of tips, tools, and techniques to catapult their brands and increase revenues immediately, at low cost – or no cost at all.



With an MBA from Harvard Business School, Brenda’s career has spanned more than two decades and has included developing mega brands for Procter & Gamble and Bristol-Myers Squibb across four continents and 50 countries. Now, as President of Brand Development Associates (BDA) International, Brenda travels the world speaking, training, and coaching individuals and companies to greater success through creative, yet practical, corporate and personal brand development. Visit www.BrendaBence.com.

BRENDA BENCE

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