

Joey Coleman - My Personal IPO: Taking Your Personal Brand Public to The World

Posted At : October 24, 2006 7:30 PM | Posted By : Christian Ready

Related Categories: podcast

Last year, Joey Coleman presented an introduction to Personal Branding... Building on this information, Joey will be presenting My Personal IPO - a detailed outline of how to assess your personal brand attributes, package them in a compelling offer, and promote your brand to the public. Anyone who currently does freelance work or who hopes to be promoted in the coming year should attend this session. Attendees will leave the session with tools for determining their key brand attributes and creative suggestions for packaging those attributes in the marketplace.

- [Direct link to .mp3](#)
- [Presentation](#)

Add this blog's [RSS feed](#) to your podcast player!