Clarion Review

Business & Economics

The Art of Branding Yourself: Advancing Your Career Quickly
Jeff Reeves
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Four Stars (out of Five)

"If you want to soar like eagles leave the pigeons behind. Success is never-ending" writes Jeff Reeves in this motivational career book about creating a brand image.

In *The Art of Branding Yourself* Reeves gives readers plenty of advice for creating a brand name for themselves. He uses renowned companies as examples along with metaphors for creating successful images.

Reeves' book is about finding the positive aspects of an individual and using those attributes to bring success to a career or business enterprise. He gives specific examples of strong resumes impact-filled interviews and individual goal development. He also incorporates tools that readers can use to link their own specific life situations to his points.

The "branding matrix" a tool Reeves uses at retreats and workshops is introduced here. This matrix is a way for individuals to chart their goals and personalities as professionals so they can see who they are and what reputation they have.

"The brand represents a certain quality and level of service that the customer expects" Reeves writes. "Creating establishing and implementing certain traits in your behavior will brand who you are thus allowing people to know what level of respect you command and deserve."

The author's advice comes from years of creating his own brand of success. He has worked for various Fortune 100 companies including Pepsi Cola Scott Paper Company and Wal-Mart. His years of working hard and caring about both his job and himself have led him to many successes. Even during his years of college Reeves worked hard to become successful. He studied for his master's degree while also playing football for the Seattle Seahawks.

Reeves' book is worthwhile for anyone who is looking to change their career is in the market for a new job or who simply wants to create and follow through on life-long professional goals. *The Art of Branding Yourself* provides readers with both a positive attitude as well as

concrete tools for creating a successful brand and career. This short simple book delivers the message clearly and concretely.

Most of all Reeves encourages readers to maintain an attitude of success. After all it's a positive attitude that brings the most personal satisfaction: "Success does not have to do with self-perception but rather your inner feeling of contentment and satisfaction. Are you able to take care of yourself and those you are responsible for providing for? If you give 100 percent in every task and responsibility then you are successful." And that is essential to branding yourself.