



From the Business Section
By Dan Beaulieu

The Brand Called You
By Peter Montoya

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Every so often a book comes along that makes consultants like me cringe. The reason is that if everybody read the book it could put me out of business. *The Brand Called You* by Peter Montoya is one of those books. Whether you are a one man operation or a large company this book will help you to define and sell your brand. It is invaluable when it comes to showing you how to become famous in your field.

Montoya a well know industry expert when it comes to personal and corporate branding takes you through a step-by step process which is remarkably easy to understand and to use. There is even a great chapter on developing, implementing and making your brand well known in one year.

The book is also chock full of real life examples of people who have become known as a true expert in their field. I found these little biographies or case studies very interesting as well as informative.

From naming your business to identifying your niche, to developing your personal brand and your product brand you will be fully informed as well as enlightened when you read and study this book. One example I can use is Montoya's chapter on developing a personal brochure. He shows the reader how this is much more than just a capabilities brochure but rather a story of the person or company. It is just what it says a personal brochure that tells the

story in such a way that the reader/ potential customer will gain a very real, sensitive and vivid idea as to what the company is about and how it could work for him. Think about reading a capabilities brochure; do you really get a good feel for what the company is about? Can you really get an appreciation for the company's culture? Not really, it nothing more than a boring recitation of what the company can do. But what Montoya teaches you is to make everything personal. His claim is that all business is personal and that people do business with people not with companies/read institution.

Even though I have just finished reading the book this morning, I have already recommended it heartily to three of my clients. And I have to admit I have also already incorporated it into my own product offerings. Now all I have to do is implement Mr. Montoya's ideas into my own business!

If you are serious about getting famous, if you are truly intentional about making your company will known in the next twelve months. Get this book, read it and use it as a cornerstone to your marketing efforts this year.

Until next time, read a good business book.

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