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While a personal brand is an objective, personal branding is the processes and strategies you employ to achieve the objective. A personal brand is your company's values and traits. It is the driving factor behind the actions you take, your interests, and even career choices.

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Brand identity and Strategy is a IE Business School course for those professionals who are ready to adopt a creative approach to empowering brands. Students will go through a journey that starts with understanding what a brand is and how they can build successful ones, whilst simultaneously segmenting their consumers appropriately.

#### Branding: The Creative Journey | Coursera

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... Salenbacher means tip his hat to marketing strategies, but I found this format to be redundant and impatient. Most of the quips and quotes weren't even that insightful, meaning the content is effectively half the size of the book.

*How to Build a Personal Branding Strategy*

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An effective branding process creates a unique identity that differentiates you from the competition and can be the heart of a competitive strategy. Developing a brand strategy can be one of the most difficult steps in your overall marketing plan, but it is important because your brand identity is communicated frequently and consistently in multiple ways throughout the life of your business.

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The personal branding experience is a formative one. Defining who you are is more than A) giving up because you don't think you have potential or B) refusing to modify your personal brand because it just isn't up to par. You need to be flexible just as you need to be creative.