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## The Brand Called You: Make Your Business Stand Out in a Crowded Marketplace

*Peter Montoya, Tim Vandehey*  
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The international bestseller-now updated for an even bigger, brand-savvy market Self-published in 2005, this step-by-step guide for professionals looking to develop a strong company brand has become an international sensation, selling more than 65,000 copies worldwide and hitting #3 on Japan's business bestseller list. This invaluable guide teaches you the vital principles and skills of personal branding, including how to craft an emotionally resonant branding message, create top-quality branding tools, and attract a constant flow of business. *Montoya's Personal Branding ideas are going to change how business owners and professionals promote themselves.*  
-Robert G. Allen and Mark Victor Hansen, coauthors, *The One-Minute Millionaire*

From the Back Cover The international bestseller Build a better business-through your Personal Branding. Oprah. Martha Stewart. Charles Schwab. They've built their success around their personal brands. But you don't have to be a celebrity to turn your name into a distinctive *product person* that makes you money. Packed with a treasure trove of things to do tomorrow, next week, and next month, *The Brand Called You* will help you to build and maintain a Personal Brand. It also includes exciting new profiles of personal brands that pop, and teaches you how to craft an emotionally resonant branding message, create top-quality branding tools, and attract a consistent flow of business. *If you want to be rich and famous, read this book.*  
-Al Ries, coauthor of *The 22 Immutable Laws of Branding*  
About the Author Peter Montoya is a world-renowned speaker, trainer, and media expert on Personal Branding. Tim Vandehey is an established freelance author, branding writer, and coauthor who has written or edited more than 15 nonfiction books.