



You Are the Brand, Stupid!: How to Get Noticed, Gain Instant Credibility, Make Millions and Dominate Your Competition by Building Your Celebrity E

Tracy E. Myers CMD

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Discover the Insider's Secrets to Boosting Sales, Brand Awareness, and Credibility by Becoming a Sought-After Industry Expert

Forget the high-priced publicist. YOU Are the Brand, Stupid is your insider's playbook for gaining priceless publicity and increased sales-all by leveraging your greatest resource: YOU! In this easy-to-follow, step-by-step guide, you'll learn how you can establish yourself as a respected celebrity expert in your market. Whether you own your own business or work for someone else, this invaluable status can take your career and business to the next level. You'll discover how to:

- Become the media's go-to expert in your industry, gaining prestige and exposure for free
- Effectively harness social-media tools like Facebook and Twitter to boost your bottom line
- Put on fun events that will have people clamoring to buy your product or service-and might even make the evening news
- Get all-important sales leads by producing compelling marketing material people actually want
- Avoid the top mistakes businesspeople make when trying to market their business
- Use 10 brand-building strategies to turn your ordinary business into an extraordinarily forceful brand experience
- Much, much more!

Becoming a celebrity expert is easier than you think, and it is simply the fastest, best, and easiest way of creating a successful, highly profitable business or career in any field-if you follow the right process. YOU Are the Brand, Stupid! is packed with case studies, real-life examples, and tools you can start using right now to win more customers and higher sales.

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