TITLE INFORMATION
Tel: +44 (0) 1394 389950
Email: uksales@accartbooks.com
Web: https://www.accartbooks.com/uk




# Own your story. Or someone else will

## Personal branding and thought leadership for professionals with a reputation

### ianka fleerackers

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- Personal branding approached from a multimedia perspective
- Personal branding as an additional tool for building trust as a company within corporate branding
- The book provides insights on how to scale your reputation and grow your business
- The essentials for a strong personal brand, which holds importance for solo entrepreneurs, job seekers, and business leaders

Some people still experience personal branding as a show of ego. Which it can be.

Most people see personal branding as a tool for business growth and wealth, which it is.

But there are more fulfilling reasons to engage in the process of personal branding like building intellectual legacy and becoming a brave new human. If you want to engage in building a legacy, but not want to be blindsided by aspects like fame and hunt for money, then this is the book on personal branding you need. It offers you the complete range of what it can mean to you, not only the social media aspect.

*"With this book, ianka succeeds in describing personal branding on a strategic level. ianka's broad professional background makes this book particularly strong and valuable. She has experienced nearly everything a personal brand can go through in her career. A look behind the scenes and the sharing of that experience adds immense value. I highly recommend this book to everyone!"*— Steven Van Belleghem, entrepreneur and author

*"In a world of information overload and AI, developing your own authentic voice is more important than ever. How do you build unique visibility in a world of the Never Normal? ianka has written a wonderful book that makes you reflect on your own journey, your own development, and how you can find and strengthen that unique voice."*— Peter Hinssen, entrepreneur and author

*"ianka has not only dared to breathe new life into an existing concept, but she has also ventured to create a book tailored to each individual reader. I sincerely wish I had been able to read this book much earlier because it helps me as a person, but also because it helps me make companies and their leaders better."*— Rik Vera, business philosopher and author

**ianka fleerackers** is an expert in personal branding and thought leadership and the founder of the Thought Leaders Academy. In her mentorship and consulting programmes, she guides experts and executives in developing a sustainable public identity. In addition to a successful career as an actress in television, films, and theatre, she also became a theatre director, publisher of short stories, producer, and host of her own radio and television programmes. She is a podcaster and also hosts corporate podcasts. Today, you can find her on stage as a moderator of high-end conferences on marketing, entrepreneurship, innovation, and as a keynote speaker on personal branding.


Chapter 1:
Everything is perception





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