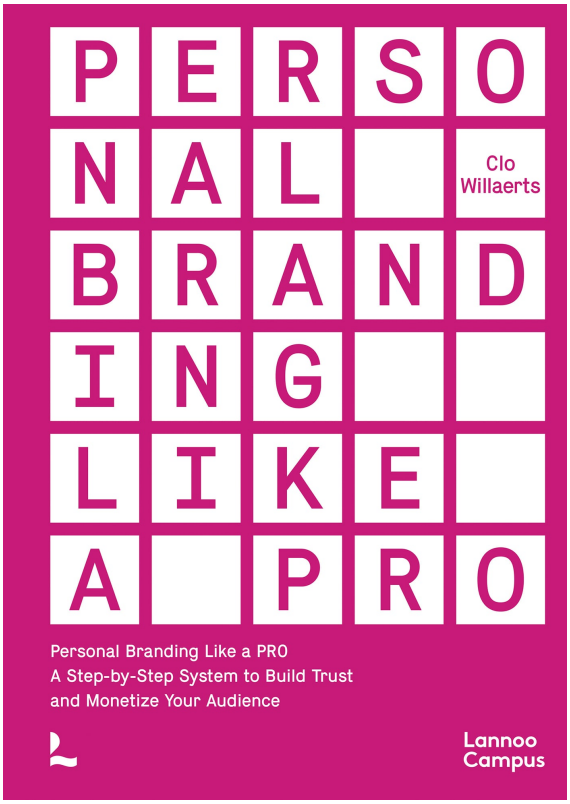
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Personal Branding Like a PRO

A Step-by-Step System to Build Trust and Monetize Your Audience

Clo Willaerts

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Publisher	Lannoo Publishers
Binding	Paperback / softback
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- From visibility to revenue – turns followers and likes into real clients
- Practical, step-by step framework – replaces guesswork with a clear system
- For experts and creators – monetises knowledge and audiences effectively
- Authoritative guidance – Clo Willaerts brings 25 years of hands-on experience
- Strategic business tool – builds a personal brand that generates trust and income
- No hype, no vanity metrics – focused on measurable impact, not popularity

Too many smart people build visibility without income. They collect followers, likes, and applause while real clients stay away. ***Personal Branding like a PRO*** fixes that problem. This handbook is for experts with serious knowledge who struggle to attract high-paying work, and for creators with an audience they do not know how to monetize. It replaces guesswork with a practical system to turn your personal brand into a reliable engine for leads, clients, and revenue. No hype. No vanity metrics. Just a clear framework to move from getting famous to getting paid.

"In a world full of noise, a sharply positioned personal brand has become an absolute necessity. This book provides the strategic blueprint to build that reputation systematically and with real impact. It's essential reading for every expert who wants to be taken seriously." — Peter Hinssen, Entrepreneur, Advisor, and Author of *The Uncertainty Principle*.

"Personal Branding Like a PRO *is the essential guide for anyone ready to turn intentionality into influence and high-tech tools into high-touch human trust. Clo Willaerts cuts through the vanity metrics to show you how to build a reputation that actually generates revenue, making it a most strategic business asset for the modern professional."* — Steven Van Belleghem, Customer Experience Expert and Author of A Diamond in the Rough

Clo Willaerts is a Belgian keynote speaker, author, and consultant with 25 years of hands-on experience in digital strategy and human behaviour. She has helped hundreds of professionals transform their online presence into measurable business results.







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