

GET NOTICED. BE REMEMBERED.

CREATING A PERSONAL BRAND STRATEGY FOR SUCCESS

Talking Points with Krista Clive-Smith

- What first inspired you to write the book?
- What exactly is personal branding and who is it for?
- What are the three major elements of personal branding?
- Why is authenticity in personal branding so important?
- You talk about defining your brand. How does one go about that?
- Is finding one's passion key in creating a personal brand?
- How does one's style play in to creating a personal brand?
- How does discovering one's brand enhance their life?
- Talk about your newest endeavor, Clutch Branding? What is the mission and the goals behind it?
- Tell us about unknownvoices.org and what it means to you?