

## Ditch, Dare, Do: 3D Personal Branding for Executives

By William Arruda, Deb Dib

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**Ditch, Dare, Do: 3D Personal Branding for Executives** By William Arruda, Deb Dib

Personal branding is today's killer app and must-have skill for career-minded leaders, executives, their teams, and their companies.

Why? In today's new world of work every executive is a contract player, every company needs strongly branded employees, no one has any time--and traditional career management just doesn't work.

What does work? Personal branding--and *Ditch. Dare. Do!* leads the charge with executive branding revolutionized for the time intensive, rapidly evolving 21st century workplace.

*Ditch. Dare. Do!* is filled with fast, fun, furious branding--66 bold and brief tips designed for today's 24/7 schedules and dwindling attention spans. It's the definitive (and irreverent) career and corporate success plan for defining, aligning, and living the power of brand--with an action plan that can be executed in 9 minutes a day!

Challenging long-held assumptions and habits, the authors dare the reader with a "ditch" (a mindset that must be shattered), a "dare" (a challenge to up their game), or a "do" (a critical action that must be taken to ensure success).

Although *Ditch. Dare. Do!* is revolutionary, it's also evolutionary--the next-generation of time-tested Reach Personal Branding methodology developed by author William Arruda (dubbed "Personal Branding Guru" by *Entrepreneur*), and used by Fortune companies, leading universities, and hundreds of Reach's Certified Personal Branding Strategists worldwide for more than a decade.

Executives (indeed anyone building a career) who follow this proven "GPS for success" will advance faster, support the corporate brand, deliver greater value to their companies--and become influential, indispensable, and incredibly happy at work!

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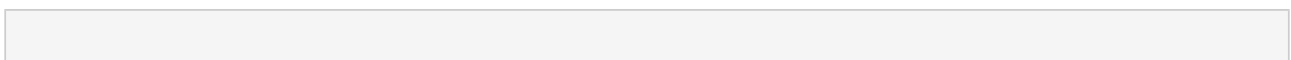
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### Editorial Review

#### Review

*"William Arruda and Deb Dib understand personal branding better than anyone. In this invaluable guide, they lay out the essential points in quick, actionable tips that will allow readers to develop their own personal brands--for greater effectiveness and satisfaction at work."*

**Gretchen Rubin**, author of the New York Times #1 bestsellers *The Happiness Project* and *Happier at Home*

*"Did you know that 9 minutes a day, 5 days a week, adds up to nearly 40 hours -- one workweek -- over the course of a year? Nine minutes is not very much time, but according to the authors of *Ditch, Dare, Do*, that's all you need to make a significant difference in your life. This book is packed with quick-execute tips that will help you identify what you stand for, what you're good at, and what you want to be remembered for, and then make the most of that information in your career. This book issues a rousing challenge -- are you up for it?"*

**Daniel H. Pink**, author of *Drive* and *A Whole New Mind*

*"With wisdom and wit, personal branding pioneers William Arruda and Deb Dib have evolved the best of executive branding into dynamic actions and strategies that tame today's frenetic workplace, transforming it into an opportunity-rich, brand-building environment for professionals seeking more success and personal fulfillment."*

**Marshall Goldsmith**, New York Times bestselling author of *MOJO* and *What Got You Here Won't Get You There*

*"Ditch. Dare. Do! helps you get career clarity, gain momentum, and make success your new norm."*

**Martin Yate**, New York Times Bestselling Author of the *Knock 'em Dead* series of career books.

*"You won't find anyone who knows more about branding than William Arruda. And his new book, *Ditch. Dare. Do!*, will ensure YOU decide how you're known in the world -- and make it happen fast. Buy a copy for everyone in your organization."*

**Michael Port**, NY York Times bestselling author of *Book Yourself Solid Illustrated*

#### From the Author

We wrote *Ditch. Dare. Do!* for you--today's executive--because we know that security and momentum come not from job search, but from building an authentic branded reputation that attracts right-fit opportunities. And we wrote it because we know that your company's success increasingly depends upon you, and all employees, to be branded. From our work with thousands of executives like you, we know that personal branding lets you show the world your best self, personal branding is the single best way to become happier and more successful, and branding yourself will make your company more successful too. We also know that you likely don't have the personal branding skills or time to make any of that happen. So we wrote *Ditch. Dare. Do!* for you!

From the Inside Flap

The only employment insurance is a strong personal brand!

Although relevant to job seekers, *Ditch. Dare. Do!* was written for executives working inside organizations who want to expand their success, have fun doing it, and never again scramble to achieve a coveted promotion, land a great position, or transition to a dream career. It acknowledges that we all spend so much time working *in* our careers that we have little time to work *on* them--and it provides 66 practical tips for changing that in as few as 9 minutes a day of focused action. Readers who "ditch" old mindsets, "dare" to take risks to up their game, and "do" critical actions that must be accomplished, will uncover and project a uniquely powerful personal brand--today's key to influence and happiness.

## **Users Review**

### **From reader reviews:**

#### **Charles Smith:**

This Ditch, Dare, Do: 3D Personal Branding for Executives book is not ordinary book, you have after that it the world is in your hands. The benefit you obtain by reading this book is information inside this guide incredible fresh, you will get data which is getting deeper anyone read a lot of information you will get. This Ditch, Dare, Do: 3D Personal Branding for Executives without we realize teach the one who looking at it become critical in contemplating and analyzing. Don't be worry Ditch, Dare, Do: 3D Personal Branding for Executives can bring once you are and not make your tote space or bookshelves' come to be full because you can have it with your lovely laptop even telephone. This Ditch, Dare, Do: 3D Personal Branding for Executives having very good arrangement in word in addition to layout, so you will not feel uninterested in reading.

#### **Effie Steger:**

Nowadays reading books become more than want or need but also become a life style. This reading addiction give you lot of advantages. The huge benefits you got of course the knowledge the rest of the information inside the book this improve your knowledge and information. The details you get based on what kind of reserve you read, if you want send more knowledge just go with education and learning books but if you want feel happy read one with theme for entertaining for instance comic or novel. The particular Ditch, Dare, Do: 3D Personal Branding for Executives is kind of e-book which is giving the reader unstable experience.

#### **Preston Garza:**

Ditch, Dare, Do: 3D Personal Branding for Executives can be one of your basic books that are good idea. We all recommend that straight away because this publication has good vocabulary that may increase your knowledge in words, easy to understand, bit entertaining but nonetheless delivering the information. The article author giving his/her effort to get every word into satisfaction arrangement in writing Ditch, Dare, Do: 3D Personal Branding for Executives but doesn't forget the main position, giving the reader the hottest in addition to based confirm resource data that maybe you can be certainly one of it. This great information may drawn you into brand-new stage of crucial pondering.

**Tammy Carver:**

Is it you who having spare time then spend it whole day by simply watching television programs or just telling lies on the bed? Do you need something new? This Ditch, Dare, Do: 3D Personal Branding for Executives can be the solution, oh how comes? A fresh book you know. You are consequently out of date, spending your time by reading in this new era is common not a geek activity. So what these publications have than the others?

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