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## What's In a Name? Managing Your Personal Brand to Attract Opportunity

*New book by personal branding expert Lida Citroën shows how to manage your reputation to create success*

**DENVER, CO; (May 18, 2011)** – What's in a name? If it's a brand name, everything: A brand drives value. It may be the only thing that separates a commodity from a refined, value-added product.

Personal branding expert Lida Citroën's latest book **REPUTATION 360: CREATING POWER THROUGH PERSONAL BRANDING (Palisades Publishing, 2011)** shows you that similar to a product brand, your personal brand tells the world what they can expect when working with you. Personal branding is a powerful but under-utilized tool in marketing oneself to the world.

"Everyone has a personal brand, because we're all known for something," says Citroën. "You may not be known for what you want to be known, but you are known for something. And ultimately that brand is your legacy."

Lida Citroën, an internationally regarded branding expert, has spent more than 20 years creating standout strategies for public and private companies and their leaders. Her clients range from CEOs making a career change, to newly graduated college students, to disabled American veterans returning from war.

**Reputation360** takes readers through the Citroën's proven process. Chock-full of personal stories and case studies, the book outlines the steps necessary to discover what you're known for, identify the values that make you unique, and leverage your authentic personal brand for success. Her book helps readers position themselves for opportunities with tools such as

- A compelling elevator pitch
- An intentional circle of influence
- A powerful image and style
- Body language that works
- An online reputation that gets you noticed.

"Taking control of your personal brand ensures your success because it enables you to reveal your true self to the world, while at the same time distinguishing you from the competition," says Citroën. "It also enables you to create an emotional connection with your target audience so you can be more focused and efficient. Most importantly, it enables you to build credibility with the people that matter most. That's what personal branding is all about."

##More##

**REPUTATION 360: CREATING POWER THROUGH PERSONAL BRANDING** is available for purchase online. Visit [LIDA360.com](http://LIDA360.com) to place an order.

## **Press Kit Available Online**

### **About Lida Citroën**

A recognized speaker, writer and chief marketing officer, Lida Citroën has been helping businesses and professionals uncover and develop their true brand value for more than 20 years. As founder and principal of LIDA360, she helps her clients tap into their unique brand assets to produce effective and measurable marketing programs, increasing success and reducing costs by improving brand authenticity, consistency and integration. With a contagious passion for quality, her methodology and approach are both innovative and practical. Visit [www.LIDA360.com](http://www.LIDA360.com) for more information or call 720-840-3388.

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