FAME 101: POWERFUL PERSONAL BRANDING & PUBLICITY FOR AMAZING SUCCESS
By Jay Jessup and Maggie Jessup
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Reviewed by Attorney N. Jill Yaziji

At a time when economic realities have made it hard for young, talented lawyers to find employment and for seasoned ones to keep it, Fame 101 both inspires readers and offers practical tips for the driven, persistent professional.

Fame 101 is not about the professionally famous having extraordinary talents and striking it big with serendipity. Quite the opposite: The authors, both publicists and marketing strategists with A-list clients, argue that fame is a formula anchored in the know-how of personal branding, fueled by publicity, disseminated by a platform of synergy, and enhanced by personal evolution. Since fame is a formula, we all are equally able to learn it and reap the benefits. Most importantly for a young, driven lawyer, this formula can yield tangible results within a year and with "little or no money."

A skeptical reader, as lawyers mostly are, is tempted to quickly set aside such claims to fame and bury herself in an imminent discovery battle or approaching trial date. But the authors convincingly chronicle how famous professionals have built financial empires on the power of their brand by following these steps. From Mother Teresa to Joel Osteen, and from Martha Stewart to the gardener with bestselling books and a TV show, this formula works every time.

To achieve fame, one must reach a wide audience and do so with a well-thought out message about what makes one's brand special, authentic, stand out. Publicity is the catalyst for fame and it's "what makes everything else work to its maximum effect." The good news is that to achieve it one does not have to spend six figures monthly on advertising. Widely available social media is the vehicle. One must also participate in social media, over an extended period of time, to understand its power and build a following in it. Hence, a brief bio and contact info on LinkedIn by itself won't do for lawyers. Likewise, while professional websites are omnipresent, understanding Internet geography and search engines can make the difference between prominence and mediocrity by simply enhancing the footprint of one's website, and hence one's brand.

How to accomplish all this and still meet the discovery deadline? By synergizing your brand efforts: A well-written speech for a Texas Bar seminar can turn into a publication and, with a link on your website, also develop into a blog. Moreover, a powerful personal brand translates into material gains for the lawyer's clients as well, since powerful branding lends immediate credibility to one's message.

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N. Jill Yaziji is the principal of Yaziji Law Firm, specializing in business litigation and personal injury. She is a member of the The Houston Lawyer editorial board. ■
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Jay Jessup co-founded Platform Strategy, a boutique publicity and branding firm in 2002. He leads a team of publicists, social media gurus, web technology experts, graphic artists, publishing pros, content writers, media & speech trainers, and experienced marketing people. Jay focuses these resources, coupled with high impact publicity techniques, on exceptional peole who want to join the elite professionals that enjoy visibility, credibility, immense earning power, and other benefits that a recognized personal brand delivers. Personal branding allows you to express your individuality, identity, and reputation while maintaining a personal level of trust and communication with your clients.

Now that we are convinced how instrumental personal branding can become in attain success in a professional capacity, let's go into the details of how one can actually find, build, and grow it. How to Build a Personal Brand. You can build a personal brand by following the steps outlined below

The reason why case studies are more appealing to people is because they are true and have a recipe for success.

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Like branded products, there is an abundance of powerful personal brands built on positive value and credibility. While there are plenty to choose from, here are a few that stand out above the crowd: Michelle Obama soared into the public eye as the first lady of America. Branson is known for cavalier publicity stunts and record-setting achievements in powerboat racing and hot-air ballooning. Greta Tumberg is a Swedish teenager who is best known for leading the global campaign for school strikes for climate change.