



# 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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### 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:

#### **Florence Whitney:**

Information is provisions for those to get better life, information presently can get by anyone from everywhere. The information can be a expertise or any news even restricted. What people must be consider when those information which is inside former life are challenging be find than now could be taking seriously which one is appropriate to believe or which one typically the resource are convinced. If you have the unstable resource then you buy it as your main information it will have huge disadvantage for you. All those possibilities will not happen in you if you take *Ditch, Dare, Do: 3D Personal Branding for Executives* as your daily resource information.

#### **Jennifer Howard:**

Reading a e-book tends to be new life style on this era globalization. With reading through you can get a lot of information that may give you benefit in your life. Having book everyone in this world may share their idea. Books can also inspire a lot of people. Plenty of author can inspire their very own reader with their story as well as their experience. Not only the story that share in the books. But also they write about advantage about something that you need example of this. How to get the good score toefl, or how to teach children, there are many kinds of book that you can get now. The authors in this world always try to improve their ability in writing, they also doing some investigation before they write for their book. One of them is this *Ditch, Dare, Do: 3D Personal Branding for Executives*.

#### **Roy Taylor:**

The reserve with title *Ditch, Dare, Do: 3D Personal Branding for Executives* has a lot of information that you can discover it. You can get a lot of advantage after read this book. This kind of book exist new information the information that exist in this reserve represented the condition of the world at this point. That is important to you to understand how the improvement of the world. This specific book will bring you in new era of the the positive effect. You can read the e-book in your smart phone, so you can read the item anywhere you want.

**Barry Altman:**

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