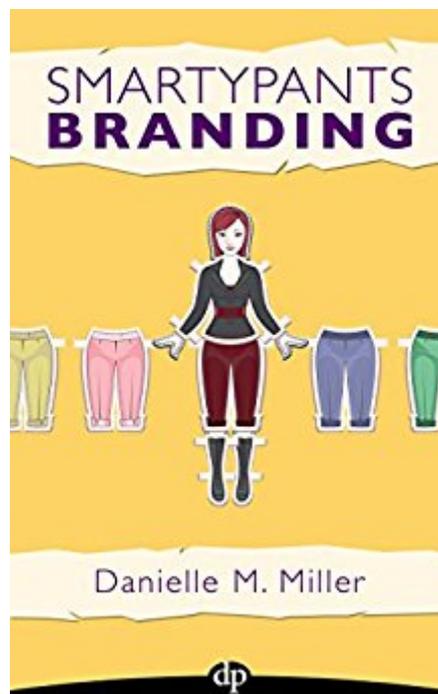


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SmartyPants Branding: The Ultimate Guide For Women Entrepreneurs To Getting Recognized, Being Remembered, And Making More Money In Business



Synopsis

Hey Smartypants! Did you know one of the biggest challenges women entrepreneurs face in today's increasingly crowded digital landscape is how to be distinctive, memorable, and stand out from the crowd? Building on the concepts of Seth Godin, the iconic teachings of Tom Peters, as well as her own experiences as an entrepreneur, Danielle M. Miller guides creative and smart women in applying big brand concepts to their businesses. Having honed her brand methodology by working with women solopreneurs and entrepreneurs over the last seven years, she shares what it truly means to "brand" yourself in today's digital age. Learn how to align your core values, tap into your Leading Archetype, talk to your Right People without losing your essence, and own the voice and vibe that is distinctly you. Isn't it time to go beyond taglines and logos to discover the crucial building blocks in crafting a brand that represents who you are and how you show up?

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Customer Reviews

I'm a solopreneur. As I try to make my mark on the world, the issue of needing or being a "brand" has come up multiple times. But I didn't really know what that meant, until now. Smartypants Branding has set me on the right course for owning who I am and what I have to offer.

Danielle gives concise, concrete directions on how to get recognized, be remembered and make more money in your business. You can read the whole book and then go back and do the exercises, or play along as you're reading. What I love most is her ability to expose all my fears; the fears that are bubbling just under the surface. Danielle makes short work of those fears and I now feel empowered to build my personal brand.

Love the irreverent SmartyPants humor throughout this book. I'm more of a SmartyPants than I was owning up to. Admitted to having an intuitive, quirky personality, but (previously) didn't like the negative definition associated with being a smarty pants ... you know, that one that "knows everything about everything" one. However, I especially resonated with Danielle's statement about what it means to be a smarty pants in terms of knowing yourself and your business. She says "Because someone who is a SmartyPants at branding herself knows everything about herself, and isn't afraid to bring all the best she has to the table. It's about honing in on authentic (real) self and expressing that as your 'brand'." Whether you already think you have a good handle on you and your brand or whether you are stuck in self-discover "I'm not sure" mode, I'm convinced that you'll benefit by reading Danielle's book and chewing a bit on what she has to offer. BTW, I don't know Danielle. And I doubt she knows me from Eve. But I am hoping to rectify that in the future. Perhaps a SmartyPants conference is in order. Am grateful that someone I do know (virtually at least), Shannon Cherry suggested I check out Danielle's book. It was worth my time.

SmartyPants Branding is for the woman entrepreneur who knows a lot, but is still struggling to fully know herself in her business. Danielle Miller knows her stuff and that's obvious because in this book she isn't speaking to everyone, she's speaking to the woman who is ready to create her brand from the inside out. She teaches you how to reach your ideal client, not through a series of blogging, newsletter and social media action steps, but through the process of gaining clarity about who you are and what you do. If you've ever asked yourself, what do I really do? Or What should I call myself, this book is going to serve you and your business.

If you don't brand yourself, someone else will. Right on Danielle! And so is the guidance Danielle provides to creating your own brand. She gets down to brass tacks and helps you gain clarity about who you are, and how you want to be known. I appreciate that she starts right with your values, your North Star - this resonates with me. This is a fun and useful read. If you are an entrepreneur or a solopreneur - this is for you. If you're just getting started - start here. If your business isn't flying as

high as you'd like - check in on your brand and take advantage of what Danielle has to offer.

I've been a solopreneur for about 3 years now, and branding has been one of my biggest struggles. Thanks to Danielle Miller's book, I have a lot more clarity around how to build my personal brand. Her approach to teaching these concepts is both practical and fun, and she has made it much easier for me to put myself out there in the world with confidence!

This book is about this and so much more! Danielle's authentic voice shines through in a writing style that flows freely and shares invaluable information and tools to finding your own personal brand in a fun and thought provoking manner. You won't want to put it down, and will likely find yourself reflecting upon its content when you've finished, anxious to start your journey to uncovering your authentic self and creating your own personal SmartyPants Brand. A must-read for any woman or person-preneur! (Guys, it's good advice guy-preneurs as well. ;))

Friendly, down to earth, and practical, this book is a must have if you are in the business of you. Danielle breaks down the idea of branding into easy to implement tips and strategies. Having known Danielle for years, I can assure you that this book reflects her passion and expertise! Don't just read this book consume it and put it into practice!

Danielle's book takes the sting out of branding and allows the reader to understand that their branding is not a one-time activity but can and does change as they evolve. The exercises in the book peel away layer after layer to reveal one's uniqueness and it is for the reader to own their true brand essence. I loved the Archetype Brand Discovery Quiz. Uncannily spot on, my family, friends and colleagues had been using my Archetype's terminology to describe me and the quiz got it spot on. Thank you, Danielle for the self-discovery experience.

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