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Catherine Kaputa**

**U R A BRAND!  
HOW SMART PEOPLE BRAND THEMSELVES FOR BUSINESS SUCCESS**

In her new book, *U R A BRAND! HOW SMART PEOPLE BRAND THEMSELVES FOR BUSINESS SUCCESS* (Davies-Black Publishing, April 1, 2006, Hardcover, \$24.95), Catherine Kaputa shares the secrets and principles of how to think like a brand, harness your potential and take charge of your career, your business and your life, whether you aspire to the corner office, an entrepreneurial career, or a fulfilling second act.

Corporate icons, star athletes, entertainers all understand what it takes to be in control and in demand. Self-branding can be subtle or heavy-handed, tasteful or obnoxious, out-dated or up-to-date. But if you don't participate you will be left behind. Self branding can help you bring maximum benefit to your company and maximum benefit to your most important asset – You.

In the book you'll learn:

- How to develop a personal USP, a unique selling proposition that differentiates you from others and creates demand
- The way to analyze yourself and your future prospects using the marketing S.W.O.T. analysis
- How to apply the principles of Verbal Identity and Visual Identity that advertisers use to enhance your self brand
- Why “soft power” – the way others perceive you – is more important than “hard power” – your skills and years of experience.
- How do to do an extreme career makeover successfully
- The 6 kinds of people you need to have in your network
- The characteristics of thinking like a brand vs. thinking like an employee
- The key low visibility and high visibility tactics that successful people use to create a self brand
- How to think in terms of markets and how to prioritize them
- Ways to perform better in meetings and in presentations
- How to develop a personal marketing plan to build the brand You

Authenticity. Creativity. Guts. Determination. These are the traits that set apart master branders apart from the generics. But brand masters are also adept at brand strategy and tactics. They know how to package a product to create an image and style that resonate with the target audience. They know how to harness words through names

and slogans to create interest and demand. And they know how to pay it off with smart marketing tactics to create a winning brand in a fiercely competitive world.

Branding techniques and strategies can help you succeed and add value in today's uber competitive business environment. That's why savvy business people, professionals and entrepreneurs are tapping into self branding. Written in an engaging, pithy style, the book will get you excited about tackling the branding of your most important product – You.

Kaputa has provided a series of informative lists, particularly her top ten lists:

- Top 10 strategies from the commercial world of brands that you can use to create demand for you and your services
- Top 10 Ways to Overcome Generic Name Syndrome
- Top 10 Principles for Naming Your Ideas
- Top 10 Principles of Visual Identity
- Top 10 Guidelines for Your Website or Blog

### **About the Author**

Catherine Kaputa is a twenty year veteran of branding and advertising – from Madison Avenue to Wall Street to the halls of academe to the founder of her own company, SelfBrand, a New York City-based brand strategy firm that works with people, products and companies. Kaputa has been a personal brand builder throughout her life. Starting out as a Japanese art historian, she retooled her brand to become a successful advertising executive at Trout & Ries and Wells, Rich, Greene, where she supervised the aware-winning “I Love New York” account. She was a SVP, Director of Advertising and Community Affairs at Smith Barney for over ten years, and an adjunct professor at New York University, Stern School of Business.



**Advance Praise for *U R A BRAND!***

“The idea of self branding is Not Optional in today’s insecure world of commerce. U R A BRAND! is an excellent and welcome addition to the all too small library on the subject.”

**-Tom Peters**

“There’s an old proverb that says ‘You eat life or life eats you.’ Catherine Kaputa and her brilliant ideas on self branding shows you how to be the diner and not the entrée.”

**-Jay Conrad Levinson**, author of “Guerilla Marketing” series of books.

“Al Ries and I once wrote a book about personal positioning called *Horse Sense*, I can honestly say that "You are the brand" could be more helpful than our book. So, obviously, it's worth reading.”

**-Jack Trout**, author of *Trout on Strategy*, president of Trout & Partners

“Catherine Kaputa has written an excellent complement to our book, *High visibility*. We talk about how the celebrity industry helps create celebrities, and Catherine talks about how any person can bootstrap themselves into visibility.”

**-Philip Kotler**, Kellogg School of Management, Northwestern University

"Each individual is an important contributor to the success of any corporation. Catherine Kaputa's insightful book shows you how to fully realize your potential and how to give yourself and the company maximum benefit."

**-Bill Roedy**, Vice Chairman, MTV Networks

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