

[Read now] Personal Branding in One Hour for Lawyers

Personal Branding in One Hour for Lawyers

Katy Goshtasbi

**Download PDF / ePub / DOC / audiobook / ebooks*

Personal Branding in One Hour FOR LAWYERS

KATY GOSHTASBI



[Download](#)

[Read Online](#)

#1378230 in Books 2014-08-07Original language:EnglishPDF # 1 8.58 x .32 x 7.081, .0 #File Name: 162722159X160 pages | File size: 36.Mb

Katy Goshtasbi : Personal Branding in One Hour for Lawyers before purchasing it in order to gage whether or not it would be worth my time, and all praised Personal Branding in One Hour for Lawyers:

0 of 1 people found the following review helpful. Five StarsBy Mark DesgrosseilliersGreat resource!

With over 1.2 million licensed attorneys in the United States, how do lawyers stand out from their fellow practitioners and get jobs, promotions, clients, and referrals? To survive and thrive, lawyers must develop their own intentional personal brand to distinguish themselves from the competition. In *Personal Branding in One Hour for Lawyers*, personal branding expert and experienced attorney Katy Goshtasbi explains how attorneys can highlight their unique talents and abilities, manage their perceptions, and achieve greater success as a lawyer in the process.

"Katy Goshtasbi will help you understand and distill your own personal brand, and use your personal brand for purpose and profit. Not only will this fantastic book help you build business, it will also help you be a whole lot happier and more productive in your career." Steve Jones, author of *Brand Like a Rock Star: Lessons From Rock Roll To Make Your Business Rich And Famous*" Whether you know it or not, you are living your personal brand. Are you

clear on the message you are broadcasting? Law firms don't leave their professional reputation to chance and neither should you. With *Personal Branding in One Hour for Lawyers*, learn how to take control of your professional message and tell the story you want others to know." Joan R. M. Bullock, Professor of Law, Florida AM University About the Author Katy Goshtasbi has been founder and CEO of a personal branding company since 2007. Previously, Goshtasbi worked for 15 years as a securities attorney in multiple areas of corporate law, including positions with the Securities and Exchange Commission and lobbying on Capitol Hill. Her diverse client base covers a wide set of industries, including law firms, corporations, the US Navy SEALs, retail corporations, CPA firms, the entertainment industry, specialty institutions, engineering firms, financial services firms, dental professionals, medical professionals, as well as many smaller businesses. She lives in San Diego, CA.