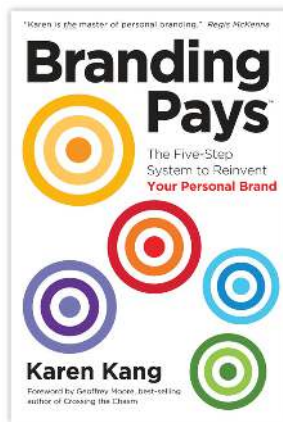


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## In 2013: Reinvent Your Brand, or Be Left Behind

*From expert Karen Kang, 5 steps to brand yourself for a changing world*



**PALO ALTO, Calif.** –Thanks to social media and extreme job competition, your image has never been more important. A changing world makes a strategic personal brand the single factor that will make or break your next career opportunity.

In 2013, you need to reinvent your brand or be left behind.

"Consider yourself a free agent—no one else is looking out for your best interests but yourself," says 20-year brand strategist Karen Kang. "You need to be crystal clear about who you are and the value you bring to a world where constant change is the only norm."

Deemed "*the* master of personal branding" by marketing visionary Regis McKenna, Kang is the author of ***BrandingPays: The Five-Step System to Reinvent Your Personal Brand*** (January 2013). In it, she translates tried and-

true Silicon Valley branding lessons to "companies of one," helping individuals, graduates, and entrepreneurs accelerate their career success.

Kang has trained thousands of professionals on the unique BrandingPays™ System for personal branding, and has consulted to more than 150 organizations from Fortune 100 companies to non-profits and startups. Prior to her personal branding work, she was a partner at legendary marketing firm Regis McKenna, Inc., that helped launch the Apple, Intel and Genentech brands.

Working with both companies and individuals allows her to bring the recipe of corporate branding to individuals, and the consumer and social media insights from personal branding to companies.

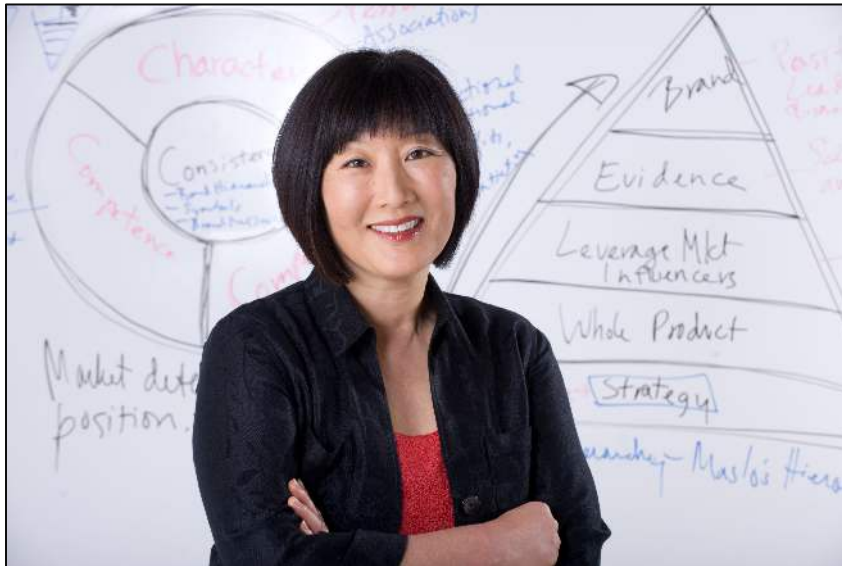
Her practical methodology makes branding as easy to understand as "Bake the cake, then ice it," a metaphor she uses to talk about the rational value (cake) and emotional value (icing) that make up strong brands. The system outlined in her book helps individuals reinvent themselves in five steps:

1. Define your unique "cake," or rational value.
2. Develop the key messages that support your cake.
3. Put your cake and icing together.
4. Define your ecosystem.
5. Develop a two-part action plan.

The book also helps people identify what's holding them back, dispelling brand-hindering beliefs – like "great work equals a great reputation" or "my boss will market my brand" – and empowers readers to be their own brand managers. Kang uses a wealth of real-life examples to show that personal branding is an attitude of education, rather than promotion.

**KAREN KANG** ([BrandingPays.com](http://BrandingPays.com)) is a recognized brand strategist and the CEO and founder of BrandingPays LLC, a corporate and personal branding company. She has trained thousands of professionals on the unique BrandingPays™ System for personal branding, and has consulted to more than 150 organizations from Fortune 100 companies to non-profits and startups. She is a former partner with Regis McKenna Inc., the legendary firm that created and helped launch the Apple brand. She is a frequent speaker at leading business schools and professional organizations. She has a B.A. from Mills College and an M.S. from Boston University. Follow her on Twitter @karenkang, and at [Facebook.com/brandingpays](https://Facebook.com/brandingpays). Images available at [Brandingpays.com/media](http://Brandingpays.com/media).

## About Karen Kang, author of *BrandingPays*



**KAREN KANG** ([Brandingpays.com](http://Brandingpays.com)) is a recognized brand strategist and the CEO and founder of BrandingPays LLC, a corporate and personal branding company. She has trained thousands of professionals on the unique BrandingPays™ System for personal branding.

For the first time, Kang makes her signature method available to a mass market with *BrandingPays: The Five-Step System to Reinvent Your Personal Brand* (January 2013). Readers will learn how to apply her “Bake the Cake, then Ice It” metaphor to reinvent their personal brands for today’s world. The book includes templates, charts, action lists, and inspiring stories – many from under-represented groups in top business leadership – to help professionals, entrepreneurs, and college students develop their own recipes for successful branding.

Kang was a partner with Regis McKenna Inc., the legendary marketing firm that created and launched the Apple brand. She has consulted to more than 150 organizations in the US, Europe and Asia from Fortune 100 companies to non-profits and startups. Her broad experience has included such diverse clients as Ariba, AT&T, Genentech, HP, iCharts, Lavante, Synopsys, Maxtor, NCR, Park Systems, SigmaQuest (Camstar), UC Davis Health System, Webroot and VoyagePrive.

Her marketing and communications background gives her a 360-degree view of branding. A former newspaper journalist on both the East and West Coasts, she has held executive positions in marketing consulting, advertising and public relations firms. Kang is a frequent speaker at leading business schools and professional organizations.

She has served on the boards of The Friends of the Palo Alto Library and the Women’s Technology Cluster (Astia). She has also donated her time to such worthy non-profit organizations as Girls for a Change, CORO, Asian Business League of San Francisco and Ascend. She is a Phi Beta Kappa graduate of Mills College, where she holds her B.A. degree in English, and has earned her M.S. degree in Journalism from Boston University. She resides in Palo Alto, California.

Follow her on Twitter @karenkang and engage with her on Facebook at [Facebook.com/BrandingPays](https://www.facebook.com/BrandingPays).

High-res images, logos, and endorsements are available at [Brandingpays.com/media](http://Brandingpays.com/media).



## **Sample Interview Questions for Karen Kang, author of *Branding Pays***

1. Tell us about your book *BrandingPays*. Who should read it?
2. Tell us about your “Bake the Cake, then Ice It” metaphor.
3. In a nutshell, what are your 5 steps to personal branding?
4. How is your book different? What compelled you to write it?
5. How did you become an expert on personal branding?
6. What is personal branding? And why do people need to brand themselves?
7. How have globalization and social media impacted the importance of branding and the way we brand ourselves?
8. What is a brand ecosystem? Give us some tips for maintaining strong ecosystem relationships.
9. Tell us about someone who has benefited from your BrandingPays method.
10. What is your personal brand?
11. What are the top 3 things that someone looking for a job can do to brand themselves?
12. When it comes to online promotion, should you focus on your personal brand or your business?
13. What are some tips for online reputation management?
14. Should your social networking accounts be open or private? Should everyone blog?
15. How important is LinkedIn and other social networks in job seeking and career advancement today?

### **MEDIA CONTACT**

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High-res images and endorsements available at [Brandingpays.com/media](http://Brandingpays.com/media).