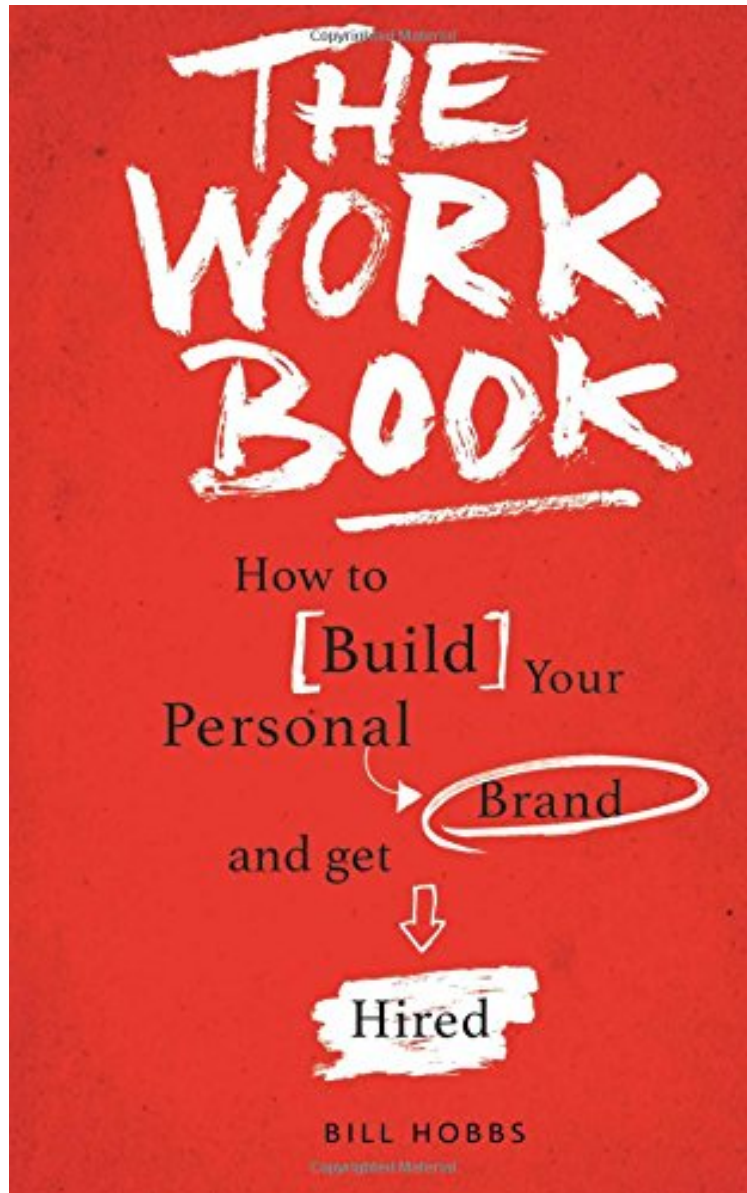


The WORK Book: How to Build Your Personal Brand and Get Hired! (Volume 1)

Bill Hobbs

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Are you looking for a job or dislike the one you have? Bill Hobbss The WORK Book can help you start making the money you deserve in a career that is right for you. The WORK Book will help you distinguish yourself from other candidates with planning guides, worksheets, tips, and advice from a proven business professional. Bill has built an outstanding career in sales and consulting, selling millions of dollars in products and advising numerous start-ups, and he shares his secret to success in this book. By reading and practicing the information in this book, you too can build a powerful personal brand that will leave employers begging you to accept their offers. The WORK Book walks you through every step of the hiring process, from tips for building an impressive representative resume that reflects your personal brand, to negotiating multiple job offers and everything in between. Bill shows you how to connect during interviews, and continue meaningful business relationships well after you are hired. This book is for career seekers and career changers who are serious about developing a strong personal brand and landing a job that is the right fit for them. It is for those who want to experience lifelong success in their field doing something they actually enjoy. Whether it is your first time or fifteenth time seeking a career that is right for you, pick up The WORK Book and start building your personal brand today!

About the AuthorBill has won the top performance awards as an account executive and as a manager in two Fortune 500 companies. He is a co-inventor with an active patent and the founder of two companies. As a consultant and advisor, Bill enjoys working with tech companies as they shape visions to build successful businesses. Bills unique blend of Fortune 500 and startup experience provides new approaches to help founders refine ideas and develop innovative models for sustained growth. From interviewing new employees to his experience as a PL manager and a coach, Bill has unique insight into the challenges that business professionals face every day. Drawing from his business knowledge, Bill wrote The WORK Book which encourages students to work early and often with teachers, career counselors, faculty advisors, and professors to build their personal brands. The WORK Book has now become required reading at several top universities around the country. Bill also enjoys working within the arts and volunteering.