



Make Yourself Marketable: The Ultimate Personal Branding Planner

By Emmelie Y. De La Cruz



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You deserve to make a living doing what you love. The Make Yourself Marketable Personal Branding Planner is what every entrepreneurial professional needs to package their expertise, boost their credibility, and profit from their passion. Filled with exercises, templates and examples, Make Yourself Marketable is the ultimate resource. This step-by-step guide is everything you need to navigate the confusing process of creating an authentic, humanized and relevant personal brand that attracts the opportunities you so desperately want and deserve.

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Editorial Review

About the Author

Emmelie De La Cruz is a digital marketing strategist and personal branding mentor who believes that everyone's dream job exists. After working in various areas of marketing and communications, she launched her consultancy, The Branding Muse, specializing in personal brand development and social media strategy. Through her classes and speaking engagements, Emmelie has trained thousands of millennials on building influence online via their personal brand. Her insights have been featured in Black Enterprise, Cosmo for Latinas, The Huffington Post, The Miami Herald and PR Daily. Most notably, Forbes named her site one of the top career websites in 2013. Connect with Emmelie on social media (@EmmelieDeLaCruz) and learn more at thebrandingmuse.com.

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