

Answer question

[Literature](#), [Russian Literature](#)



Personal Brand Extensions Personal Brand Extension Introduction Developing an outstanding personal brand is one of the critical aspects that any individual who wants to attain a higher level of success must consider. A personal brand must be unique and desirable in a bid to ensure that an individual can have access to more opportunities. Ventures of developing a personal brand include attaining new competencies, pursuing an alternative career, developing new ethical values, and working on a better personality. Sometimes an individual may realize the salient need of extending the personal brand. This paper will explore how I succeeded in expanding my personal brand.

My initial career in marketing and communication proved successful. It helped me land my first job. However, the challenges in the workplace served as an awakening of the need to develop a unique personal brand that could extend into other fields. I focused on acquiring new skills and undertook a writing course. This short course imparted me with new skills of being able to author articles published in different media, although expanding into writing from marketing seemed absurd to some people, I have exhibited immense growth in my new field. Through my publications, I help and inspire other people in the competitive business field, providing them with ideas on how to succeed in marketing. Therefore, extending my personal brand was a way of broadening my career front (Mobray, 2009).

Conclusion

In a bid to excel in the publishing of my articles, I have also faced the compulsion of indulging in business research. For me to develop ideas that are functional in the dynamic business market, I have developed rigorous

research skills that have helped me become an outstanding communication artist. This is because I rely on primary data to publish my articles. In the future I am willing to explore new opportunities in a bid to extend my personal brand further.

Reference

Mobray, K. (2009). *The 10Ks of personal branding: Create a better you*. Bloomington, IN: IUniverse, Inc.