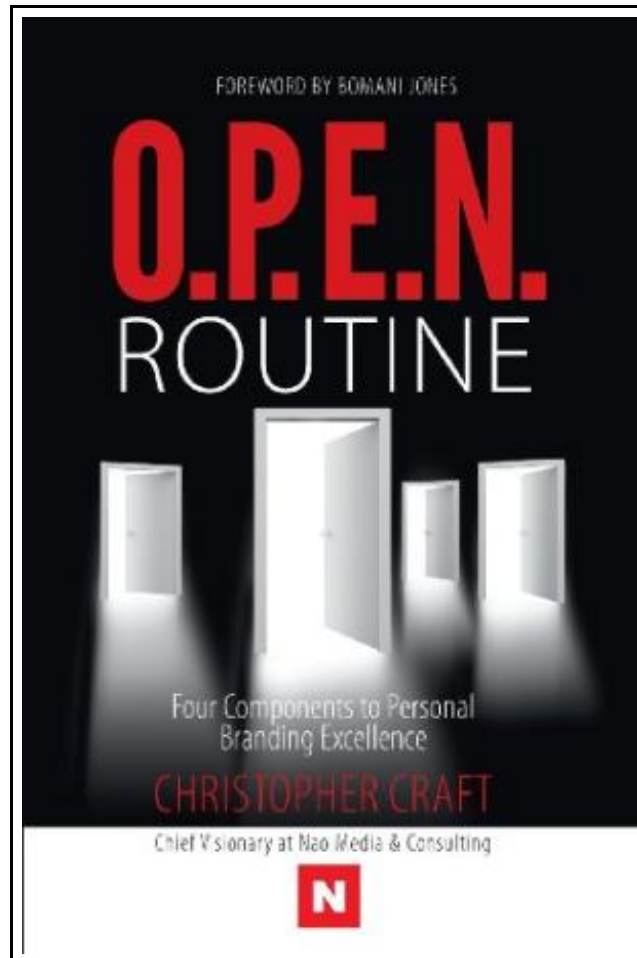


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Nao Media and Consulting, United States, 2013. Paperback. Book Condition: New. 201 x 132 mm. Language: English . Brand New Book ***** Print on Demand *****. O.P.E.N. is not a theory, this is practical, actionable, and tested advice. I learned something on every page. Mark W. Schaefer, author of the critically acclaimed and best-selling book *Return On Influence* Christopher Craft's **O.P.E.N. Routine: Four Components to Personal Branding Excellence** inspires to find your brand identity. Once you believe that your brand has a special place and purpose in our world, all that you have ever wanted to accomplish becomes possible. This book is more than a collection of life hacks and social media branding tips. **O.P.E.N. Routine** is a timeless guide that uses your story to propel you into a prosperous future. **O.P.E.N.** stands for opportunity, passion, education, and networking. **O.P.E.N. Routine** is a guide for establishing and growing your brand through the alignment of these four components. Reading, re-reading, and internalizing **O.P.E.N. Routine** teaches you to seize opportunities, find and pursue your passion, cultivate your passion with life education, and present your brand to the world through professional networking. **O.P.E.N. Routine** challenges you to be courageous during the various stages of growing your personal brand. Are you ready? If I had this book as a young professional, it would have saved me 6 years of trial-and-error. Chris Craft has written an accurate, honest and indispensable guide to building trust and authority online and off. It's not just a collection of theories; Craft has successfully implemented these principles himself, and made a difference. Highly recommended. Jay Baer, co-author of *The NOW Revolution: 7 Shifts to Make Your Business Faster, Smarter and More Social* Foreword written by Bomani Jones.

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