

Interview Topic:

“How to Protect Your Personal Brand at Work”

Branding Expert Reveals Top On-the-Job Personal Brand Blunders and Bloopers to Avoid

Possible Interview Questions:

1. So, Brenda, what makes you an expert in personal branding?
2. What is a personal brand anyway, and why is it important?
3. The title of your books suggests that we are like a *shampoo*! How can that be?
4. You contend that it takes years to build up a personal brand and only seconds to destroy one. How do you avoid damaging your personal brand once you’ve worked so hard to build it up?
5. What are some of the most damaging “brand busters” to watch out for on the job?
[Depending upon time, we could talk about as many as five Personal Brand Busters® to avoid]
6. So, let’s say you *do* commit an on-the-job blunder. What suggestions do you have for a quick recovery?

Brenda Bence is an internationally-recognized branding expert, Certified Executive Coach, Certified Speaking Professional, and the author of several award-winning books, including the How YOU™ Are Like Shampoo personal branding series. Her book, Smarter Branding Without Breaking the Bank: Five Proven Marketing Strategies You Can Use Right Now to Build Your Business at Little or No Cost, has helped small business owners and solo-preneurs around the world unleash a treasure chest of tips, tools, and techniques to catapult their brands and increase revenues immediately, at low cost – or no cost at all.



With an MBA from Harvard Business School, Brenda’s career has spanned more than two decades and has included developing mega brands for Procter & Gamble and Bristol-Myers Squibb across four continents and 50 countries. Now, as President of Brand Development Associates (BDA) International, Brenda travels the world speaking, training, and coaching individuals and companies to greater success through creative, yet practical, corporate and personal brand development. Visit www.BrendaBence.com.

BRENDA BENCE

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