

## World famous: how to give your business a kick-ass brand identity

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### Abstrak

There are masses of people just waiting to do business with you...once they are so inspired. Business is not just a transaction; it's an experience. People do more business with people and companies that engage them in the purchasing experience. When you attach meaning to the act of doing business with you, you stand out from the crowd. "World Famous" reveals what enormous possibilities await you once you put your energy into inspiring rather than selling, being authentic rather than trying to fit in, and working to engage the marketplace rather than focusing solely on your competitors. Tyreman guides the reader through a step-by-step process for becoming differentiated authentically by building a unique, kick-ass brand-identity. This book is filled with real-life stories and anecdotes. This inspiring book arms you with ways to command true loyalty just by being yourself...and attracting more attention to your business than ever before.