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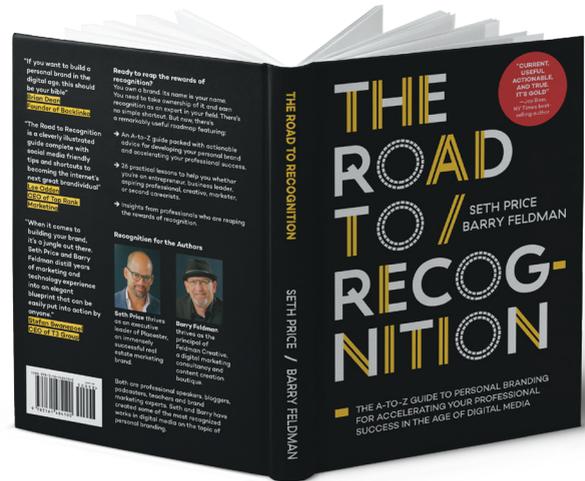
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FOR IMMEDIATE RELEASE

THE ROAD TO RECOGNITION



THE A-TO-Z GUIDE TO PERSONAL BRANDING FOR ACCELERATING YOUR PROFESSIONAL SUCCESS IN THE AGE OF DIGITAL MEDIA

Every professional owns a personal brand. Those aiming to accelerate their success need to take ownership of it and earn recognition as an expert in their field.

There's no simple shortcut to achieving personal brand success. However, in *The Road to Recognition*, authors Seth Price and Barry Feldman have delivered a remarkably useful roadmap featuring:

An A-to Z-guide—The book is organized alphabetically, presenting 26 core concepts for personal brand development. The benefit of each idea is explained in simple terms and followed with actionable advice. A special chapter, “Y is for the You Do List,” re-iterates the book’s lessons in the form of an action item checklist.

Insights from experts—Price and Feldman rallied 26 experts to contribute insights for each chapter. Marketing rock stars and entrepreneurs such as Kim Garst (Boom Social), Brian Clark (Copyblogger), and Joe Pulizzi (Content Marketing Institute) reflect on the value of each personal branding principle.

Immaculate design—The book’s design is unlike any other non-fiction book, featuring 3-color graphics and full-page quotes from numerous personal branding experts.

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In the book's foreword, best-selling author Jay Baer writes, "*The Road to Recognition* is not a sermon, treatise, manifesto, or proclamation. The 26 chapters contained within veer far from the theoretical approach of most business books. These chapters explain, in simple terms, the specific things you need to do develop your personal brand."

The Road to Recognition is for entrepreneurs, business leaders, aspiring professionals, marketers and second careerists. It's a book for professionals who want to rev-up their career by taking action.

ABOUT THE AUTHORS

Seth Price is a marketer, motivator, executive and entrepreneur. Having consulted for more than 300 companies, Seth is recognized as a business builder and digital marketing specialist. He's passionate about helping business people use media and technology to develop more relevant brands and more rewarding careers. Seth's currently a VP at Placester, home of the Real Estate Marketing Academy, a top educational resource for real estate professionals.

Barry Feldman is a digital marketing super freak. The principal of Feldman Creative, Barry has written marketing copy and provided digital marketing strategy for thousands of companies and entrepreneurs. LinkedIn, Inc.com, and many other entities have recognized Barry as a top content marketing and social media influencer and leader. Barry writes for many of the top marketing blogs, and in 2015, Barry published his first book, *SEO Simplified for Short Attention Spans*.

Seth and Barry are professional speakers, bloggers, podcasters, trainers and brand marketing experts. They have created some of the most recognized works on the topic of personal branding in digital media.

PRAISE FOR THE BOOK

"If you want to build a personal brand in the digital age, this should be your bible."

— BRIAN DEAN, founder of Backlinko.com

"Clever, fun and about as comprehensive a guide as you'll find anywhere."

— ANN HANDLEY, author of *Everybody Writes* and *Content Rules*

"When it comes to building your brand, it's a jungle out there. There's so much to manage in today's always-on, always-connected universe. Seth Price and Barry Feldman distill years of marketing and technology experience into an elegant blueprint that can be easily put into action by anyone."

— STEFAN SWANEPOEL, author of *Surviving Your Serengeti*

"Seth and Barry, two leading voices on this important topic, provide actionable advice for building an effective personal brand. If you want to achieve success in your career on your own terms, you need to read this book."

— MICHAEL BRENNER, author of *The Content Formula*