Francine Beleyi is on a mission to empower entrepreneurs and other professionals to become leading voices in their field, thrive and make a difference in their world.

Founder of nucleus of change, she is bilingual French-English, digital strategist, change & communication consultant, trainer and speaker.

She speaks about personal branding, innovation, leadership, entrepreneurship and digital transformation whether on tour around the world or in workshops for corporations, start-ups or business schools.

Francine has more than twenty years of international experience across Africa, Europe, the Middle East and Asia, USA, working for multinational corporations such as Total, Axa and BnpParibas and supporting entrepreneurial initiatives, not for profit organisations and governments.

She holds a masters’ degree in organisational consulting and change management, a bachelor degree in accountancy and finance and a degree in computer science. She also has an NCTJ diploma in multimedia journalism.

francinebeleyi.com
What does it take to thrive in the digital age as a professional, expert or business owner?
81% of all buyers turn to the Internet to research the products and services they want to purchase. The question is: can you make yourself stand out during this search? This is where your 'personal brand' comes in. But how do you sell when you are the product?

A decade ago, author Francine Beleyi became obsessed with these questions as she left her corporate job to start her consultancy:
• Why are some people constantly given lucrative opportunities and are advancing their career or business when other perhaps more qualified are struggling?
• How to identify and package the unique value you can offer to others when you have too many interests?
• How do you build credibility as an expert in your chosen specialty and attract lucrative opportunities rather than chase them?

As a business owner, coach, trainer, consultant, and having conversations with leading experts in the new economy, Francine found common patterns distilled in an easy and clear framework, YEANICC™, with seven pillars anyone can use to lead in their chosen field.

Each of the pillars is illustrated by real life stories, case studies, expert tips, thought-provoking exercises and action steps you can implement right now.

If you've ever wanted a simple roadmap to build an influential personal brand and live a more rewarding life, the book Personal Branding in the Digital Age: How to Become a Known Expert, Thrive and Make a Difference in a Connected World is for you. Best of all, you are not left alone. A link to free resources, training and support is included in the book.
“Everyone, but particularly the younger generation, face enormous challenges in the world today, and even more in the years ahead. One critical area involves making choices between the vast number of possibilities now associated with personal development. These choices are increasingly linked to the growing impact of the digital world on every aspect of our lives. Francine has produced a thorough and readable tour of the issues. It is one of the first books that attempts to provide insightful advice on both areas and how we can manage these challenges more effectively. The book makes an invaluable contribution to helping us all lead more rewarding lives, beyond the unsustainable obsession with making more and more money. The book should be widely read -- and used, together with the online resources that are associated with it.”
Dr Bruce Lloyd, Emeritus Professor of Strategy, London South Bank University

“Francine’s seven pillars for building a personal brand, especially in the digital age, is a vital must-read. The digital age can make both a positive and negative impact on our personal brands very quickly, and Francine’s approach lays out a useful way to manage your brand effectively with high impact case studies for reference.”
Russ Shaw, Founder of Tech London Advocates

“With Personal Branding in the Digital Age, Francine Beleyi is spreading her hard-won lessons on Personal Branding to a greater audience. At the same time, Francine helps us take advantage of that indispensable 21st-century tool: the Internet. Through the book, she takes us on an impactful journey up her seven pillars for achieving Personal Branding success, from invisible novice to establishing authority and thought leadership, making sure that we change our habits and mindset to support our long-term goals. Punctuating her well-developed YEANICCG™ framework are examples from well-known personalities, more current “everyday” people, and from her own life. In “Personal Branding in the Digital Age”, Francine Beleyi has created the must-have guide for anyone intent on making a change in their lives and pivoting to a more fulfilling and lucrative career that centers on their own passions and skills.”
Dr. Geri Augusto, Brown University Watson Institute Faculty Fellow | Fulbright Scholar
Target Audience

WHO SHOULD READ

• business owners & entrepreneurs
• freelancers
• consultants
• executives & CEOs
• driven professionals & managers
• experts
• academics

BOOK BENEFITS

• advance your career & personal goals
• build credibility as an expert
• increase your confidence
• package & market your skills better
• attract opportunities rather than chase them
• make more sales and increase your income
Chapter 1: The Fundamentals of Personal Branding

“In the digital age, business as usual can no longer be the norm.”

Personal Branding is one of the topics that generate a lot of passion and controversy. Everyone has an opinion of what branding is, or should be, and whether it’s useful or deceptive. This is because of the perception and meaning people attach to the word ‘branding’ and the examples they have personally experienced.

When people hear the word branding, they think about a website, a logo or product. They also think about selfies or photos posted on Facebook or other social media outlets. This is not at all what this book is about.

In this section, I cover what personal branding truly means, what it means for other people and my perspective. I also explain why you should build a personal brand now in the digital age, what stops people from creating a powerful one and how to break through your limitations.

1. What is Branding?

If you look on Twitter, @Virgin business brand has two-hundred-and-thirty-one-thousand followers as of October 2017. But if you look at the personal account of the owner, @RichardBranson, you’ll find that the ‘tie-loathing adventurer, philanthropist & troublemaker who believes in turning ideas into reality’ as he’s described in his profile, has 11.2 million followers. His personal profile attracts fifty times more followers than the company brand. Why is that?

Simply because people buy from people. Richard Branson the man inspires more trust than the business brand. He leverages his personal following to communicate his business message, which is received more favourably by his audience.

• What if you too could speak directly to millions of fans that are eager and waiting to hear from you?
• What if these fans became the ambassadors of your business because they love your ideas and vision?
• What if you had ideal clients willing to spread your message to their friends and network?

Personal branding allows you to do just that.
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I appreciate requests for photographs for press use. Email and let us know where you post your article so we can link to it.

-Thank you.
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