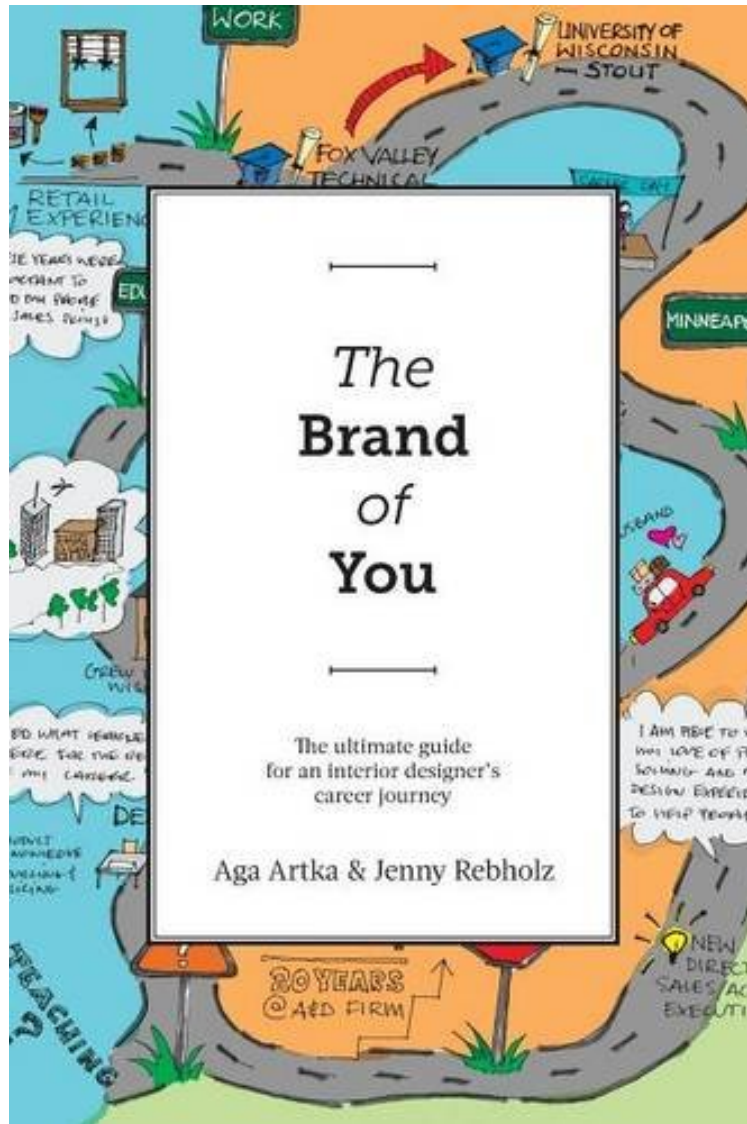


[Free download] The Brand of You: The ultimate guide for an interior designer's career journey

The Brand of You: The ultimate guide for an interior designer's career journey

Aga Artka, Jenny Rebholz

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Aga Artka, Jenny Rebholz : The Brand of You: The ultimate guide for an interior designer's career journey before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Brand of You: The ultimate guide for an interior designer's career journey:

0 of 0 people found the following review helpful. Great Book for Sales RepresentativesBy CustomerThe Brand of You authored by Aga Artka and Jenny Rebholz ISBN 978-1-59598-435-7 released on 10/10/15. What I found very

insightful of this well-written book about interior designers guide through a design career, was how it applied to myself, as a non-degreed designer, but employed as a Mfg. Rep. in the design community. What I found very resourceful was in Chapter 7 that focused on Networking and how a designer also acts as a sales person for both themselves and the company they represent. Aga and Jenny outlined specific organizations and groups that one can reach out and join to broaden their personal development, as well as their career development. It also outlines a call to action on how you can be your best as a business networker within the design community. As a salesperson I found this a very impressive resource for myself to use as a checklist to make sure I am involved and updated within my business community. I would go as far to say for those sales professionals that are not in the design community, but network on a daily basis, that this can help you in your specific career as well. I would suggest that you pick up a copy. So I say to my fellow sales reps that did not come from a traditional design background to read *The Brand of You*. You will find the book useful as it translates well into your day to day requirements as an engaged, well informed designer sales rep.

Peter Topetz
Manufacture Representative
1 of 1 people found the following review helpful. Great for any designer, but especially love for design students!

By Amanda Nowak
A great read for anyone at any point in their design career. This book is a great resource especially for students, communicating the importance of how you present yourself (even early on) and what you're putting out into the world. Most schools teach you about the fundamentals of design, not how to navigate the waters of the job world like this book does. Love the career maps, such an inspiring way to show all the different paths someone in the design field can explore. I wish I could have had this book when I graduated!

0 of 0 people found the following review helpful. 5 Stars
By Customer
I am currently a student in college going for my BFA in Interior Architecture and I recently had to read this book for a class. This book is an extremely easy read, and taught me about the design world and so much more. Jenny and Aga are great storytellers and are both not only great at what they do, but they are both inspiration entrepreneurs, and a lot can be learned from what they have to say. They teach about networking, marketing, how to get people's attention, how to write resumes, and so much more. I strongly recommend this book for any interior designer/architect. This book teaches about finding yourself, letting the world know about your "brand," and everything in between.

A career in interior design can be an exciting journey full of ups and downs, both planned and unexpected. Aga Artka and Jenny Rebholz believe that establishing a personal brand will help designers navigate their career journeys with confidence, preparedness and optimism. This guide shares personal stories in order to illustrate how a career in design is not linear. It also provides readers with tips, tools and strategies for building and promoting their own unique brand as they travel their self-made path to professional fulfillment.

This book is long overdue for those striving to make a connection between academia and the interior design profession. Its strength is offering assistance to those not only in school, but those seeking entry-level positions. For seasoned interior designers, this book offers quick tidbits and strategies about re-thinking and re-inventing 'self' in or out of the profession.

--Stephanie Clemons PhD, FASID, FIDEC / Professor at Colorado State University
What a lovely book. Easy to read and a super approachable tool for students and emerging design professionals. The case studies are very relatable as well and will inspire our young designers to begin branding themselves early in the process.

--Phyllis Harbinger, ASID, NCIDQ / Designer, Author, Speaker and Educator
A very useful, organized and comprehensive overview of the design profession covering the key aspects for developing 'a brand' as a designer and for developing a solid base and understanding yourself as a designer. ... Life examples, along with resource suggestions in the book support the vision of an exciting career journey.

--Dr. Kathe Miller Stumpf Julin, Professor of Interior Architecture, University of Wisconsin-Stevens Point
About the Author
AGA ARTKA, ASID, NCIDQ, WRID is a Polish transplant, educated interior designer and entrepreneur. Her professional career journey of ten years is filled with risk taking, new business startup and growth. A frequent speaker and presenter on the topics of personal branding and career development, she hopes to inspire other design professionals to think big and live their dream.

JENNY REBHOLZ, Allied ASID, is the Chief Connector and Creative Writer at PushPoint Marketing. Educated in interior design and communications, she has been dedicated to the design industry for over 20 years. As a mentor, speaker, and co-author, she hopes to help other design professionals find success as they travel their own unique career journeys.