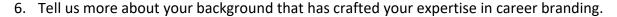


The Career Brand for Professionals

Interviewers Questions for Latrice Collins

- 1. What started you on the path for developing people?
- 2. What is "The Career Brand for Careers" in a nutshell?
- 3. Some people have never heard of a career brand, can you define it for us?
- 4. What is The Career Brand model for defining your Career Brand?
- 5. Some experts define a career brand around looking the part, what makes your career branding different and unique?



- 7. What inspired you to write "The Career Brand for Careers"?
- 8. Why do people NEED your books? (or define the type of person who needs your book.)
- 9. How do your workshops help business and associations?
- 10. Do you have any events or special announcements you like to share?

