

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?
6. Tell us more about your background that has crafted your expertise in career branding.
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?

