

FOR IMMEDIATE RELEASE
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Total Career Success with Ken & Sheryl Dawson —
VOICEAMERICA INTERNET RADIO

August 24, 2009 Show Features Dan Schawbel, Bestselling Author
On Personal Branding & Social Networking

Houston, TX – Dan Schawbel, leading personal branding expert for Gen Y and author of *Me2.0: Build a Powerful Brand to Achieve Career Success*, will be featured on Total Career Success, an Internet show on VoiceAmerica Talk Radio Network, at 11 a.m. Central on Monday, August 24. The show is designed to inform and encourage listeners to achieve their career goals by featuring experts and business leaders to provide advice on job search and career advancement. Dan shares the tools for building your brand and gaining a competitive advantage in the marketplace. Learn how to:

- Effectively use online social networks, blogs, videos, and podcasts;
- Develop a 4-step strategy for discovering, creating, and communicating your personal brand; and
- Improve your networking online and offline.

As an award-winning authority on personal branding, Dan Schawbel's Personal Branding Blog is consistently ranked in the top 100 marketing blogs in the world by AdAge, and is syndicated by Forbes, Reuters, and Hoovers. His magazine and TV program are other resources available for learning the art of branding.

Show co-host Sheryl Dawson shared, "Dan is a dynamo of energy and passionate about personal branding. He shares how to promote yourself more effectively and achieve your potential. His octopus model visually shows the impact that branding has not only on networking, but career development, entrepreneurship, the use of social media, public relations, marketing, search engine optimization as well as interaction with human resources."

Co-host Ken Dawson added, "There is nothing fuzzy about Dan! He is direct, focused and confident in his mission to help people excel through more effective networking and personal branding strategies. Don't miss this opportunity to be dazzled!"

The show will air live at 11 a.m. - noon Central on August 24, 2009. To listen, please visit www.voiceamerica.com and search for Total Career Success. The archived show will be available for replay or download at the Total Career Success website, or from iTunes <http://www.itunes.com/podcast?id=311541702>

About Dan Schawbel, Personal Branding Expert & Bestselling Author

Dan is the leading personal branding expert for Gen-Y. He is the author of the bestselling career book, *Me 2.0: Build a Powerful Brand to Achieve Career Success (Kaplan, April 2009)*. *Me 2.0* made the Amazon top 100 business book bestsellers list when it came out and was the #1 job hunting book. It also made the New York Times summer reading list for job seekers. With over 800,000 results for his name in Google, *Fast Company* calls Dan a "personal branding force of nature." He is the founder of the [Personal Branding Blog®](http://www.personalbrandingblog.com), which was the #1 job blog by Careerbuilder in 2008, is an AdAge top 50 marketing blog and is syndicated by Reuters, Forbes,

Fox Business and other major networks. Dan is also the publisher of [Personal Branding Magazine®](#), head judge for the [Personal Brand Awards®](#) and director of [Personal Branding TV®](#).

Presently, Dan is a Social Media Specialist at EMC Corporation, which is one of the leading technology companies in the world. He is a syndicated columnist for Metro US (New York, Boston & Philadelphia), reaching over 1.2 million readers bi-weekly. At 25 years old, Dan is BusinessWeek's youngest [columnist](#). He is also a featured contributor to Mashable, LifeHack, and MediaPost and he has written articles for BrandWeek Magazine and Advertising Age.

Dan has 8 years of marketing experience, employed at companies such as EMC, Reebok, Lycos, LoJack, and TechTarget.

Dan is a keynote speaker at colleges and universities, such as Harvard and MIT and he helps both individuals and companies with branding. He's on the board of advisers for SocialTrak.com, is on the community advisory committee for BusinessCard2.com, is on the advisory Board for SmartBlog on Workforce and was previous on the board of ((echo)) MyPlace. He graduated Magna Cum Laude from Bentley University in 2006.

For more information, visit <http://www.personalbrandingbook.com/>

About Total Career Success

Total Career Success is broadcast on VoiceAmerica, the world leader in Internet Talk Radio, and syndicated on World Net Radio; the show aims to engage listeners in new ways of thinking about their potential, their goals, and their future. The show hosts are Ken and Sheryl Dawson, principals of Total Career Success, Inc. and authors of *Job Search: The Total System*, 3rd edition. They have served corporations in outplacement and career development as well as talent management for 30 years in their consulting firm Dawson Consulting Group. The show presents guests who are experts in their fields to share the lessons they have learned in succeeding in their various areas of excellence and to discuss tips about a broad range of career issues, from specific career opportunities, to industries and workplace changes, to financial and advancement considerations.

For more information, visit <http://betterjobbetterlife.com> and <http://www.dawsonconsultinggroup.com>

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