

## **Intriguing Personal Branding Examples Crafted by Veterans Featured in NEW Amazon-Bestselling Marketing Guidebook for Military Families titled B.R.A.N.D. Before your Resumé©**

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Los Angeles, CA – – Virtually gathered together from across the globe, dozens of military veterans, spouses and active duty service members helped Air Force veteran Graciela Tiscareño-Sato launch B.R.A.N.D. Before your Resumé: Your Marketing Guide for Veterans & Military Service Members Entering Civilian Life straight to the #1 spot on Amazon's Hot New Releases in the Military Family category. It also landed on the Bestseller list in the Job Hunting category.

Reader Katt Crow, a veteran and military spouse who wrote the first review on Amazon after the Friday evening virtual launch party said this: "Active duty service members, spouses, and veterans are often so used to policy and procedure that it can be difficult to visualize anything that isn't procedural, especially when it comes to 'I' or 'Me' or 'My' value. They weren't issued to us. We have to issue us our value. The examples in the book show us what value others have issued themselves. I'm reminded of something Michelle Obama said, 'You gotta get used to a little greatness.' Graciela has guided countless veterans and spouses, getting them used to their own greatness, organically assisting them in being able to present it to others. Now, many have shared their greatness (value) in her book to show us we can too."

"I am a storyteller who lives to inspire and to teach our military service members, spouses and veterans HOW to become epic storytellers of their own value," said Tiscareño-Sato. "I created the B.R.A.N.D. acronym to emphasis that military veterans must first Become Relevant Authentic Noticeable and Differentiated instead of writing resumes that nobody will read. We are professionals with diverse, transferable skills earned during our military service. We must, however first intrigue potential employers and networking partners with our distinctive value. THAT is the personal branding magic needed to attract specific human connections that can open new doors to new careers. I've been through the confidence-shaking military-to-civilian transition. It's one giant MARKETING exercise. I want our service members to be better equipped to market themselves effectively, confidentially and awesomely. The B.R.A.N.D. Before your Resume guidebook will help service members, veterans and their spouses attract the people they need to influence to successfully launch the next chapter of their lives as civilians."

Tiscareño-Sato served for nearly a decade as an Air Force aviator, completing her graduate degree in International Business Management and Marketing before leaving the active duty service to become a tech marketing professional in Silicon Valley. She created this guidebook after facilitating AUTHENTIC Personal Branding for Military Veterans and Spouses workshops virtually and in person for over eight years at universities coast-to-coast. Tiscareño-Sato has coached thousands of student veterans and veterans in career transition, assisting them in creating unique and compelling personal brands.

CalVet, California's veteran-serving State agency, selected Tiscareño-Sato to teach this work on their eight-city Women Veterans Employment Seminar series in 2018. The California State Libraries Veterans Connect @ the Library initiative has added B.R.A.N.D. Before your Resumé to its list of Recommended Books for Veteran Employment.

This innovative new book differs from general marketing books like This Is Marketing by Seth Godin and Building a StoryBrand by Donald Miller by using language and personal branding examples written BY veterans who the author has personally coached. This approach makes key marketing concepts relevant to those who have served in uniform; the examples are inspirational to those reentering civilian life after completing active duty service or during a career transition forced by the COVID-19 pandemic.

Air Force veteran Sarah Maples said this in her book review at After the DD-214:

"This book helps veterans learn to change the way you think and talk about yourself post military. It also provides

actionable information to help veterans build that all-important personal branding statement...Graciela starts the book by telling you her military transition story and the advice women veterans provided that helped set her up for post-military success...She talks about her experiences becoming a marketing professional, how a coworker helped her take the skills she was applying to marketing products to advance her career and establish a personal brand...Graciela shares all that great advice with her readers. Even better she's converted the lessons into easy-to-follow exercises to help you build your own personal brand-even if you don't know the first thing about branding or marketing!"

Unlike other books published to broadly advise transitioning service members, B.R.A.N.D. Before your Resume is tightly focused on helping job seekers adopt a marketing mindset to boldly become known to other people. [\$19.99 list price, Pub date: November 4, 2020, Paperback ISBN: ISBN-13: 978-0997309065; Kindle: 978-0997309067. Available via Ingram, Amazon and direct from Publisher Gracefully Global Group]

Ms. Tiscareño-Sato has won numerous literary awards for three prior publications, including a bilingual children's book series inspired by her decade of military aviation service in the U.S. Air Force. Good Night Captain Mama/Buenas Noches Capitán Mamá and Captain Mama's Surprise / La Sorpresa de Capitán Mamá are the first-ever bilingual children's books about women flying airplanes in our nation's military. The Captain Mama story of teamwork onboard a flying gas station (the Air Force's KC-135R aerial refueling tanker on which the author served) has inspired tens of thousands of children, teachers and parents in our nation's schools and libraries. Tiscareño-Sato and illustrator Linda Lens are currently developing the third book in the Captain Mama series. Tiscareño-Sato continues serving children learning at home during the covid-19 pandemic with her popular Captain Mama Virtual Author Visits.

Journalists can learn more about the book, the AUTHENTIC Personal Branding online course and workshops that inspired it, and request review copies from publisher Gracefully Global Group here: <https://www.brandbeforeyourresume.com/> or by calling (510) 542-9449 in Northern California. The website also showcases numerous testimonial videos and images of veterans with firsthand knowledge of the introspective personal branding process the author provides in the book.

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#### About Gracefully Global Group LLC

Gracefully Global Group LLC is an independent, woman-veteran-owned educational publisher creating books, eBooks, digital courses, and live presentation content. The company is certified by the Small Business Administration as a Woman-Owned Small Business to serve federal agencies; it's also a certified Small Business by the State of California DGS. The firm's first book in the Latinovating (ISBN: 978-0-9834760-0-9) series received multiple honors at the International Latino Book Awards in New York City when it debuted for its unique focus on showcasing Latino-led innovation and entrepreneurship in the green economy. The firm's™ bilingual Captain Mama children's book series was directly inspired by the founder's aviation service. Using educational literature, the firm helps government organizations and corporations with diversity and inclusion initiatives reaching out to veteran and Latino communities with a creative blend of literature, multicultural marketing and public speaking offerings. Its mission is to "create literature that showcases the positive contributions of Latino Americans in the USA.â€• The company celebrated 10 years in operation last month.