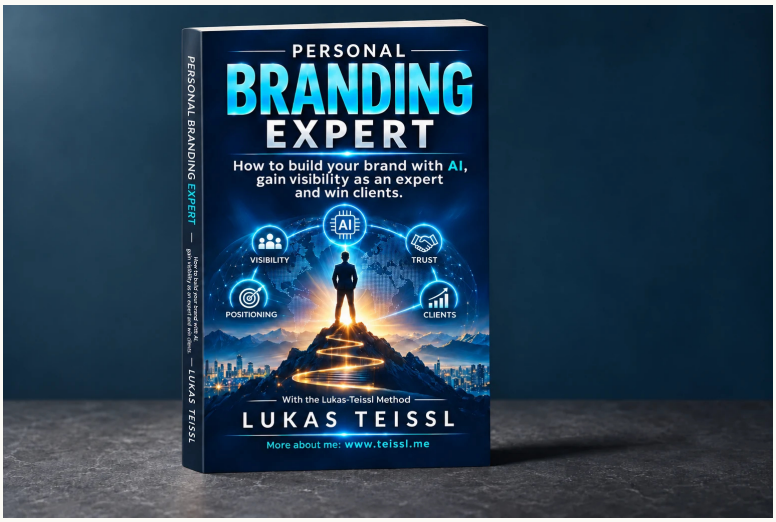
Make your expertise visible

Personal Branding Expert

Give your expertise a presence people can understand.

A book on clear positioning, credibility and thoughtful uses of AI for your personal brand. For people who want to communicate their expertise clearly and build trust.

Book brochure · EN



Lukas Günther Teissl

Positioning, trust and visibility with a voice of your own.

How it fits my approach to life

I have been working on my own brand for more than 15 years. This book connects that experience with my belief that people want to understand who stands behind a service and what they can rely on.

WHAT THE BOOK OFFERS YOU

Make your value easier to understand

You bring knowledge, experience and a perspective of your own. A personal brand makes that value understandable to other people. This book connects clear positioning, credible communication and thoughtful uses of AI. For people who want to show whom they help, what they stand for and why working with them could be a good choice.

When expertise is hard to recognise

A profile can list many qualifications while leaving your actual contribution unclear. The people reading it want to know whether your experience fits their task and whether they understand your approach. The book explores the connection between expertise and how it is perceived, focusing on a presence and a way of communicating that give trust a clear basis.

Sharpen your positioning

Connect your strengths, experience and intended audience so people can understand more easily where you could help.

Give trust a visible basis

Make your expertise tangible through clear statements, relevant examples and a personal story that fits your experience.

Connect your presence

Consider profiles, your website and content as connected communication, with a clear next step for people whose needs fit your work.

Positioning, content and personal presence work together. The book connects those perspectives with your own voice and purposeful uses of AI. The starting point is your actual experience and the people for whom it could make a relevant difference.



INSIDE THE BOOK

Show your expertise. Build trust.

Clear positioning

What do you want to stand for, and what can you contribute? Your experience, strengths and offer give your personal brand a recognisable direction.

Reaching the right people

Understand whom your expertise helps and which questions matter to them. Relevant communication connects their situation with the contribution you can make.

Making credibility visible

Clear statements and examples make experience tangible. A coherent personal story helps people understand your approach and the background to what you offer.

A voice of your own

Content should fit your experience and the way you work. Recognisable communication develops when your expression and your actual outlook support one another.

AI for ideas and content

Technology can support the development of subjects and written content. Your positioning, judgement and responsibility for what you say remain the reference point.

Opening a path to conversation

Bring profiles, your website and communication into alignment. Once someone understands your value, they should also be able to see a sensible next step towards contacting you.

FIND YOUR STARTING POINT

For expertise that deserves to be understood

This book may suit you if you want to shape your professional presence more deliberately and communicate your genuine strengths with greater clarity.

FOR YOU, IF ...

Independent professionals

You want a clearer offer and a helpful sense of direction for people whose tasks make your experience particularly relevant.

Business owners

You want to make the person behind your business recognisable and connect your professional expertise with a credible presence.

Specialists & experts

You want to communicate your knowledge clearly and show the contribution you can make in your professional setting.

Your brand in three clear questions

01 Whom do you help with which specific task, and what experience do you bring to it?

02 Which concrete example would make your experience understandable to those people?

03 What next step should interested people be able to find easily on your profile or website?

An additional reflection exercise created for this brochure and your own professional presence.



THE AUTHOR'S PERSPECTIVE

From my own experience of building a brand

Lukas Guenther Teissl

Author · IT expert · Entrepreneur

I have been developing my own brand for more than 15 years. Travel and international collaboration continually show me the importance of trust in professional relationships. I connect that experience with my work in IT and AI. With this book, I want to help you present your expertise clearly, develop your own expression and base your communication on the contribution you can actually make.

The visible side of your personal development

My four books connect perspective, resources, technology and personal visibility. This title explores how other people recognise your value. It adds positioning and communication that fits who you are to the wider collection.

YOUR NEXT STEP

Build a presence that fits the expertise you bring.

Your knowledge and experience deserve to be understood. Choose your edition and begin with a concrete question: What should the right people recognise when they encounter you? Make room for that answer in your next professional step.

Order the book directly

Explore the book online

Take the next thought with you.

Scan the QR code or follow the link. Visit the book page for more insights and the available ways to order.

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Format, price, delivery and any additional services are defined in the current purchase offer.

Questions before your next step

Who is Personal Branding Expert for?

It is for independent professionals, entrepreneurs and specialists who want to communicate their expertise more clearly and develop their professional visibility. The focus is on your positioning, credibility and a way of communicating that reflects who you are.

What role does AI play in the book?

AI can help you develop ideas and work on content. The book connects these possibilities with your own voice, clear positioning and credible communication.

Can I work with you directly?

Yes. You can arrange an initial conversation without buying the book. We will discuss your starting point and explore whether and how I can support you.

Discover the book online

The book page shows the current editions and ordering options. Format, price, delivery and any additional services are governed by the current offer.