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Tamara Jacobs reinvigorates personal branding in 'Your Ultimate Success Plan'

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Tamara Jacobs is the author of the new book 'Your Ultimate Success Plan!'

Courtesy of AEFPR

Tamara Jacobs has spent her career helping other people get the most out of their lives. Now she's taking that to another level with her second book, **Your Ultimate Success Plan: Stop Holding Yourself Back and Get Recognized, Rewarded and Promoted**. LA Fan Cultures Examiner spoke to Tamara last week about creating a second book and how she's refining the concept of **personal branding** for your advancement.

"The whole concept of personal branding, I think became diluted," she told us. "So many people have done it and everyone's talking about it and I don't think they're understanding it or really properly promoting it. So I thought, let me do a book that is beyond a brand. How do you shop your brand - because that's the whole purpose of establishing a brand, is to make you marketable and recognizable. I thought let me write this next book to further define what personal branding is, and then how do you use it to do three things; get in, go up or get out.

"Long before the whole economical debacle we're experiencing right now went public, people were suffering quietly and they're worried about how do they get recognized, rewarded and promoted. Those were the words they kept choosing over and over again," Tamara continued. "I'm good at that and I've got over 600 people I've worked with and maybe I can help them."

What does she think differentiates this book from her competition? Firstly, it's her incredibly efficient approach - skipping the self-pity and self-promotion to get right to the heart of her topic. Then there are a number of different concepts to be discovered.

"I think the most interesting thing I bring to light in the book is this notion of right ladder, wrong wall," she told us. "What I mean by that is that everyone should learn how to climb, but you don't have to have the dream job at age 22. You just have to have a job - because when you're working, you're flexing inner personal skill muscles, you're flexing marketing muscles, you're flexing colleague muscles, you know you just need to get in the game.

"I don't really think any job is beneath you, I really don't. and I don't like the fact that people are always degrading fast food workers, things like that, because...there's always something you can be doing no matter what job you have. The point is you have to have a job. Once you get into the job, you can start transitioning.

"That's when you figure out where you want your ladder to be. Once you've flexed your climbing muscles, now where do you want to expand?" she continued. "I want people to get over their snobbery. I want them to actually get dirty, get to work and then once you're working, you can start strategizing."

That strategizing doesn't include waiting for something to happen. As she so eloquently puts it, Cinderella had a fairy godmother - you don't. "That whole notion of relying on hope - 'I hope I get recognized, I hope I get a date, I hope I get promoted, I hope I get elected,' -hope is not a strategy," Tamara corrected. "Success is a planned event. And I think that's the biggest thing I'd love to leave with people is that you have to hone the skills.

"You have to have positive energy, because people want to feel refreshed after they've encountered you. They don't want to have to worry about you," she continued. "And you have to think about the other person, role of receivership. Why would they want to buy what you have to sell? You anticipate, you analyze and you act on opportunities. Your success isn't random, it's thoughtful."

With *Your Ultimate Success Plan*, Tamara also grew herself - taking a far different approach than she did with her first book **Be The Brand**. "Because [*Be The Brand*] was self-published, it was a lot of opinions, it was just experiences. It was brain to paper," she explained. With this book, "I had to vet everything and in the writing process I kept hitting surprises where other people had had a similar idea or had owned a concept.

"So as I was researching it and putting out what I thought were these great original thoughts, come to find out someone had been there first. I had to constantly redirect and rethink," she continued, "so it required a lot more research on my part, which I think makes it a good book...It is my original thinking, but only after I was forced to do tremendous research and find out what it took to be original."

"It made me braver," she added, telling us that the process "forced me to do a lot of introspection. It forced me to do a lot of informal focus groups, constantly checking and asking people would you find this information useful? How would you apply this? So it was interesting; it was a journey for me as well as a journal for others. I didn't want it to be self indulgent, I didn't want it to be an autobiography...What it had to be was choices, opportunities, strategies that benefit others. And I had to constantly keep thinking, how would this be a benefit to the person reading this?"

That's what separates Tamara Jacobs from everyone else in her field. There's no shortage of people that will tell you what they think you should do, or how they got to where they are. But Tamara is on the level of her readers; she's giving advice, but she's also continuing to improve herself and practicing what she preaches. She's not on her soapbox. She's someone you can look in the eye, and she's continuing to help people every day.

"I'm going to be more generous in what I do for others," she told us. "I am going to be more invested in helping women find their voice. I'm going to be more invested in helping kids who are probably on scholarships in universities; they've completed this first hurdle, but how do they find a job? My daughter graduated from college; she was at Syracuse and now she's actually a professional actress, and I have seen her journey. I have learned from it. I see a lot of her peers get frustrated because they've put in the time, they're not the lazy millennials, and they're not getting work. So how can I help them? I'm going to do more giving back than I've done in the past."


Considering how much she's already given to the professional world, the sky's the limit as to what she - and readers of *Your Ultimate Success Plan* - can do next.

You can get your copy of *Your Ultimate Success Plan* at [Amazon](#) now.

For more on Tamara Jacobs, visit her official [website](#).

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