

123Employee Launches Branding Campaign With Luis Mendoza Interview

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123Employee, an outsourcing business in Las Vegas, NV, has interviewed personal branding expert Luis Mendoza as part of their branding campaign and branding services. This interview looks at various issues, such as why certain people are able to get paid far more for doing the same things other people do. The goal is to help others get paid above average for their services.

LJ Gacho from 123Employee says: "Have you noticed that celebrities get paid loads of money for their work? I'm sure there are actors just as talented as Tom Hanks or Scarlett Johansson and yet these actors get paid way above the average. Well, you can be a celebrity in your own niche and get paid way above the average for your services."

The new interview is posted on the Jetset Entrepreneur, which is a weekly podcast. Mendoza is an expert in personal branding, which is what is needed to become a 'celebrity' in a specific niche. The goal of the interview is to show people how to build a strong personal brand, and how having this can help to overcome any possible obstacle.

In many cases, companies do not have large lists yet, which means that they may struggle to get the leads and sales they are looking for. However, if they are able to set themselves apart by having a strong brand, they will start to see their lists, prospects, leads, clients, and ultimately sales, grow as well. Starting by building a strong brand, therefore, is the key to business success.

"Having a strong brand is all that you need in order to truly elevate your business to the next level," adds LJ Gacho. "In the interview, Luis Mendoza shows businesses how they can get their brand name out there, making sure it becomes a household name and a trusted, go-to source for their specific niche."

In the interview with 123 Employee, Mendoza reveals some of his personal secrets in order to empower businesses to position themselves as the trusted source in their specific niche. Once they have achieved that, they can start to charge more for their services, as research has demonstrated that people are willing to pay

more for services that they trust. "Branding is everything," points out Gacho.

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