

# Summary of Dorie Clark's *The Long Game*: How to Build a Successful Career While Staying True to Yourself



## Summary of Dorie Clark's *The Long Game*

★★★★★ 5 out of 5

Language : English  
File size : 2298 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 18 pages  
Lending : Enabled



In her book *The Long Game*, Dorie Clark argues that the key to career success is to focus on building a strong personal brand and reputation. She believes that by investing in your personal brand, you can create a career that is both fulfilling and financially rewarding.

Clark's book is divided into three parts. In the first part, she explains the importance of building a strong personal brand. She argues that your personal brand is not just about how you look or what you say, but also about how you make others feel. When you have a strong personal brand, people will be more likely to trust you, respect you, and want to do business with you.

In the second part of the book, Clark provides a step-by-step guide to building a strong personal brand. She covers everything from developing your personal mission statement to creating a website and social media presence. She also provides tips on how to network, build relationships, and get your work noticed.

In the third part of the book, Clark discusses how to stay true to yourself while building a successful career. She argues that it is important to find a career that aligns with your values and passions. She also provides tips on how to deal with setbacks and criticism.

*The Long Game* is a valuable resource for anyone who wants to build a successful career. Clark's insights are both practical and inspiring. She provides a clear roadmap for achieving your career goals while staying true to yourself.

### **Key Takeaways from The Long Game**

- Your personal brand is your most important asset.
- Invest in your personal brand by developing a strong mission statement, creating a website and social media presence, and networking with others.
- Stay true to yourself by finding a career that aligns with your values and passions.
- Be patient and persistent. Building a successful career takes time and effort.

*The Long Game* is a must-read for anyone who wants to build a successful career. Clark's insights are both practical and inspiring. She provides a

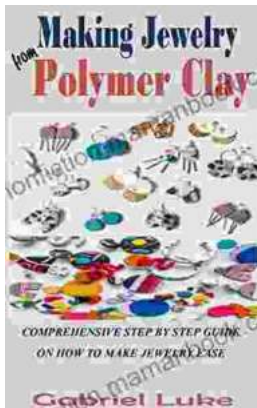
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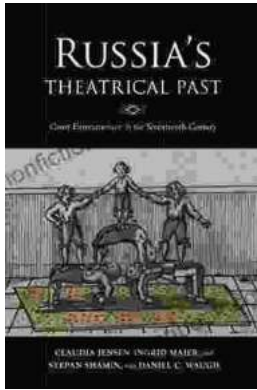
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