



Book Flap Copy

Sell Yourself Without Selling Your Soul

Imagine being able to define what happiness, fame and fortune means for you, and then having the means to get it. In this groundbreaking work, media coach and marketing strategist, Susan Harrow, guides you through the ins and outs of publicity and marketing to help you gain public recognition and take your business to the top.

Everyone has a talent or gift to express to the world. Whether you're a company employee looking to move up the corporate ladder or an entrepreneur wanting to position yourself as a hot property, you'll find what you're looking for in this book. Open these pages and find out how you can get all the attention you want—without bragging, begging, or whoring.

A thirteen-year veteran of the public relations business, Susan Harrow has helped renowned entrepreneurs, speakers, and best-selling authors gain and keep media attention. What makes Harrow's strategy successful is her philosophy that you don't have to morph into an alpha-male to get great press—by practicing effective principles that combine business smarts with honesty, anyone can gracefully glide to the top. You can easily become “mediagenic” if you have the right tools.

Written in a conversational, woman-to-woman style without any sports talk or war tactics, this innovative book blends illuminating personal anecdotes and wisdom of famous spiritual, historical, and political leaders with Harrow's own unique system. You'll find helpful examples of powerful publicity packages and dozens of practical exercises that instruct and motivate, not to mention proven techniques to save you time, grief, and money. *Sell Yourself without Selling Your Soul* will teach you:

- **To be the message you want to give.**
- **The formula professional publicists use to create a winning press kit.**
- **Strategies to master any type of media interview, verbally and psychologically.**
- **Insider secrets to help you become an overnight expert.**
- **The dos and don'ts of forming strong lasting bonds with the media.**
- **Dozens of ways to gain worldwide fame and fortune on your own terms.**

Harrow believes you can't achieve your goals when you're playing by someone else's rules. She gives you the tools to discover what your rules are and practical ways to keep them intact on your way to fame and fortune!

Susan Harrow is a top media coach and marketing expert who has helped thousands of people get national media attention. A beloved speaker, she offers keynotes, workshops, training, and consulting to corporations, associations, and individuals. Her clients include PlanetRx, iVillage, Pacific Bell Directory (The Yellow Pages), Random House, Gillette/Oral B, as well as executives, successful entrepreneurs, and best-selling authors.

“A very supportive and useful guide for when you want the world to pay attention to what you have to say.”

—John Gray, best-selling author of *Men Are From Mars, Women Are From Venus*

“An excellent guide for everyone, not just women. Clear, practical, and professional. If you buy just one publicity and marketing book, make this the one.” —Valerie Salembier, Publisher of *Esquire Magazine*

“This is a must read for anyone who has ever had a doubt that marketing and publicity can provide a path to fame and fortune while maintaining peace of mind.”

—Susan RoAne, national keynote speaker and author of the classic best-seller *How To Work a Room*