



Questions
Sell Yourself without Selling Your Soul
By Susan Harrow

BIO

Susan Harrow is a top media coach, marketing expert and author of "Sell Yourself without Selling Your Soul."

1. In *Sell Yourself without Selling Your Soul* you give a lot of advice, but you say that there is one thing that most people forget, and yet it's the most important thing to remember. What is that?
2. What prompted you to write this book about doing publicity without selling your soul?
3. How can women promote themselves in business?
4. What are some of the secrets that spiritual masters use to get their message out? What does refusing to be silenced have to do with the Pope?
5. Being succinct is so important with everyone's shrinking attention span. How do you create a mesmerizing message in 30 seconds?
6. What's the biggest mistake that holds women back from success?
7. I read in your biography that you were almost sold into slavery to a Bedouin Sheik. What happened? How did you escape?
8. In *Sell Yourself without Selling Your Soul* you give techniques on how to handle different types of interviewers (hostile hosts, ramblers, and so forth). These techniques could be used while giving a media interview, a presentation or running a meeting. Give us a few.
9. Some people are overexposed, others we never get tired of hearing about. Give us some examples of media sell-outs and media stars. What did they do right or wrong?
10. Can you be fat and still make it as a media star? How much does appearance play in success?

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