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SELL YOURSELF WITHOUT SELLING YOUR SOUL

A Woman's Guide to Promoting Herself, Her Business, Her Product, or Her Cause with Integrity and Spirit

By Susan Harrow

"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, author of *How to Work a Room*

Have you ever felt like you were bragging, begging or whoring when trying to sell something? Do the words "sell," "promote," or "market" call to mind shiny suited salesman knocking at your door trying to get you to buy something?

You're not alone. Millions of people, from corporate executives to soccer moms dread trying to get media attention for their business, product or cause. Why? They fear that climbing the corporate ladder or promoting their own business means checking their integrity at home while the "masked performer" goes on the circuit. But it doesn't have to be that way. In this comprehensive marketing and publicity book, author Susan Harrow offers a radical antidote to the traditional way of "promotion." Dare to be yourself.

For the past thirteen years, in seminars, and in individual consulting, Susan Harrow has helped executives, entrepreneurs, 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 principles that combine business smarts with honesty, anyone can gracefully glide to the top.

In **SELL YOURSELF WITHOUT SELLING YOUR SOUL: A Woman's Guide to Promoting Herself, Her Business, Her Product, or Her Cause with Integrity and Spirit** (HarperResource; ISBN 0-06-019880-X; \$24.95), Harrow offers her readers strategies to align their message with who they are and what they're promoting. Whether you're a spokesperson for your company, an entrepreneur, or a gal with a hobby to turn into a business, Harrow offers dozens of powerful tools for launching and sustaining a successful campaign:

- The formula professional publicists use to create press kits (press releases, biographies, pitch letters, and tip sheets).
- 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.
- How to handle the spotlight.
- Techniques to create a clear, compelling message using print, radio, TV and the Internet.
- Dozens of ways to gain worldwide fame and fortune on your own terms.

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. Complete with thought-provoking exercises, hot tips, warnings, and quotes from everyone from Gandhi to Susan Sarandon, **SELL YOURSELF WITHOUT SELLING YOUR SOUL** completely transforms the notion of self-promotion. Harrow invents a new type of publicity, one that rests on the strongest foundation possible—the true self.

About the Author:

Susan Harrow is a top media coach, marketing strategic planning expert, and public relations entrepreneur. Her clients include iVillage, PlanetRx, Random House, Celestial Arts, Gillette/OralB, the North Face, Pacific Bell Directory, individual entrepreneurs, and best-selling authors. For more background, articles, ideas, or a free marketing and publicity bi-monthly newsletter visit: www.prsecrets.com.

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