



Dear Producer:

Whether you're trying to get a new job, a client or a date, promote yourself, your business or a cause, everyone has to impress someone sometime. And in today's competitive world, it's increasingly important to stand out and get noticed. But how can you draw attention to yourselves without being braggarts or shamelessly self-promoting? And how can you achieve your goals with integrity and without compromise?

In her innovative new book, **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; \$24.95; May 1, 2002) media coach and marketing expert Susan Harrow can show you how to put your best foot forward in even the most challenging situations. Harrow offers insider tips on self-promotion—from honing your message to finding your own style—that can help anyone better achieve both their business and personal goals. In an interview, Susan Harrow can discuss:

- **HOW TO DO BUSINESS WITH INTEGRITY**— People can unwittingly find themselves in compromising positions. Harrow can discuss how to set your moral limits and keep them even when under pressure.
- **WOMEN, WORK & POWER**—Why do many women fail to get what they really want? How do women undermine their own success? Harrow can also discuss how women can empower themselves in the workplace, and other important issues relating to women and business.

- **GETTING TO THE POINT**—No one likes a rambler. Whether you have 30-seconds or 30-minutes, Harrow has proven strategies for more effective speaking techniques. Harrow can help even the most nervous nelly calm down, bone up, and effectively connect.
- **OVERCOMING OBSTACLES & BLOWING AWAY BIASES**—People can always sense your weak points. From preparing for the worst to cutting them off at the pass, Harrow can show you how to address underlying concerns, avert disaster and steer conversations towards your own agenda.
- **THE PR WARS**—Who has sold themselves well and who has sold themselves short? Harrow can evaluate the good from the bad, distinguish the mediagenic from the media whores, and what we can learn from media mistakes and successes.

Susan Harrow's experience, advice, and anecdotes can help you abandon your comfort zone, discover what's holding you back, and put yourself out there with energy and authenticity. Harrow shows us that you don't have to swim with the sharks to get ahead.

Susan Harrow will be available in May 2002 and we look forward to speaking with you soon about scheduling an interview. For more information visit www.prsecrets.com.

Best,

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**P.S. For last minute or emergency interviews,
call Susan anytime at 510-763-0800.**