

Press Release

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FOR IMMEDIATE RELEASE

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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 23 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: prsecrets.com.

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By Susan Harrow

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Radio & TV Pitch Letter

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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 prsecrets.com.

Best,

Leslie Rossman
510.658.7520

Emily Miles Terry
617.522.3206

P.S. For last minute or emergency interviews, call anytime: 510.763.0800.

Interview Questions

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Interview Questions for

Susan Harrow

author of

Sell Yourself Without Selling Your Soul®

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?

To order Sell Yourself Without Selling Your Soul® or get your FREE online newsletter visit <http://prsecrets.com>

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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. T
- 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