



SHINE



Build Personal Brand and Buzz to Boost Business

**Presented by
Sue Currie**

**Shine Communications
www.SueCurrie.com.au**

24 March 2010



SHINE

impression

reputation

image

communication

personal brand

perception

personality

recognition



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PB Situation/
opportunity

Public

U S P



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Personal PR Tactics

- Networking
- Emedia
- Public speaking
- Direct Mail



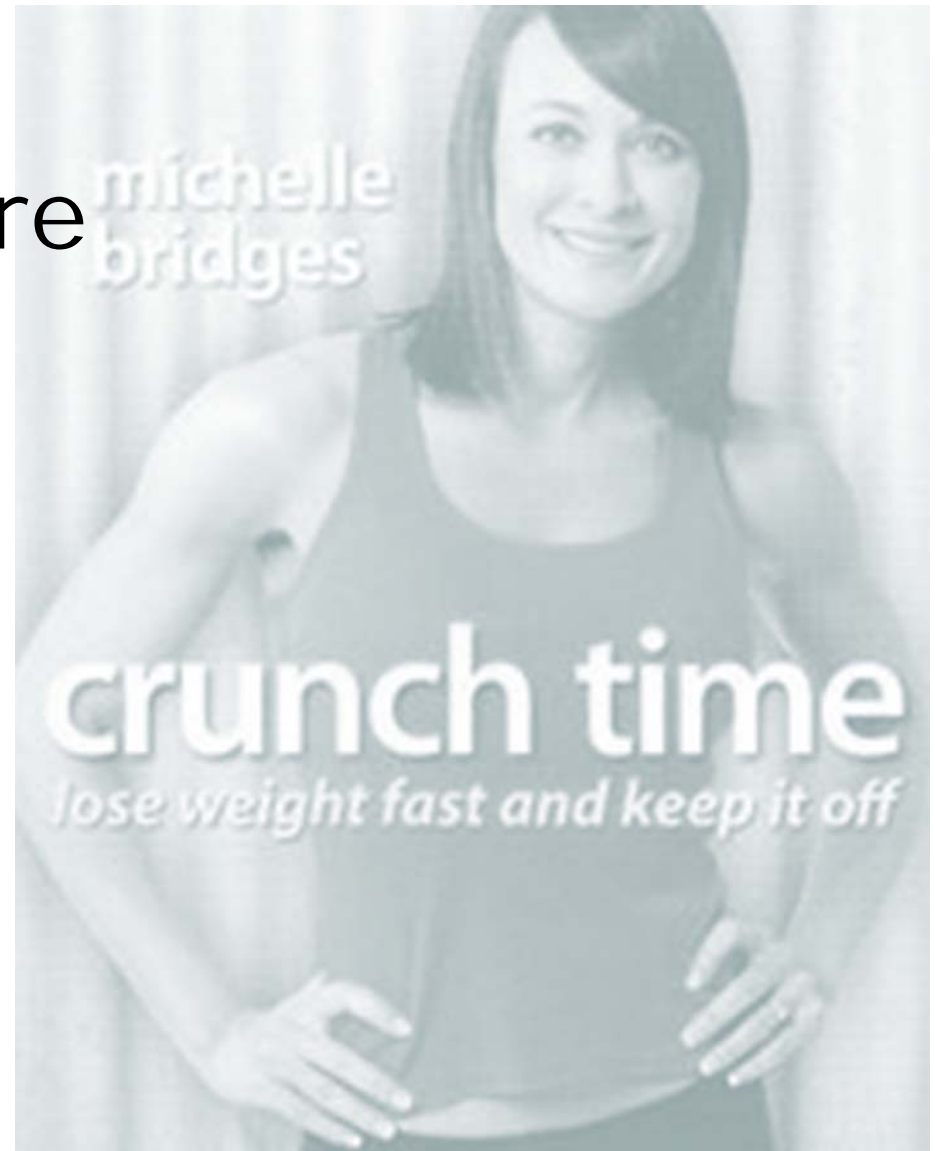
SHINE

Publicity

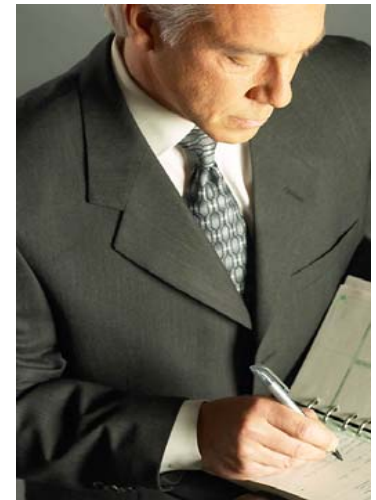
Media is not there
to give you free
advertising

Media is a
business

Media is
entertainment



SHINE



LEADING THE WAY

