

# [PDF] Sell Yourself Without Selling Your Soul: A Woman's Guide To Promoting Herself, Her Business, Her Product, Or Her Cause With Integrity And Spirit

**Susan Harrow - pdf download free book**

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**Books Details:**

Title: Sell Yourself Without Selling

Author: Susan Harrow

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**Description:**

**From Publishers Weekly** Self-promotion and self-respect are directly related, says Harrow, media coach and "established leader in the authenticity movement," in this Rumi-meets-Seth Godin public relations handbook. Harrow says that women, especially, need to hear this message, since she

believes that they are intrinsically less comfortable with hype than men are. Many of her case studies center on the communications challenges faced by her female clients, lots of whom live and work in the San Francisco Bay area. Thus, much of her business and spiritual advice and indeed the melding of the two may appeal more to, say, writers and artists in Marin County and Santa Fe rather than East Coast business types. Depending upon their spiritual proclivities, readers will either enjoy or dismiss the chapter on "publicity secrets of spiritual masters," which, for example, likens business networking to making connections "from warm hand to warm hand." Mantras aside, the book offers a great deal of commonsense advice. How to handle a hostile interviewer? Don't insult back. Dressing for a television interview? Wear a blue shirt rather than white one and avoid stripes, checks or plaids. Self-employed people and small organizations without PR or marketing staffs will especially benefit from Harrow's sample pitch letters to editors and producers and her guidelines and checklists for creating marketing and publicity plans. This book is useful for both men and women who don't have the resources of a big corporation or extensive marketing experience. (May)Forecast: If Harrow can practice what she preaches, her book will do well it's brimming with advice Zen-minded small entrepreneurs will love.  
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**Review** This is a must read for anyone who has ever had doubts [about] marketing and publicity... (Susan RoAne is a national keynote speaker and author of the classic best-seller How To Work A Room and The Secret of Savvy Networking )

A very supportive, useful guide for when you want the world to pay attention to what you have to say. (John Gray, author of Men Are From Mars, Women Are From Venus )

This book is great!!! (Kelli Fox, VP iVillage )

Susan Harrow has done a marvelous job of sharing the knowledge any[one]...needs in order to get major media attention. (Jennifer Basye Sander, co-author, The Complete Idiot's Guide to Getting Published )

Practical, encouraging, written from the heart. Makes the daunting seem possible. (Lee Glickstein, Author of "Be Heard Now! Tap Into Your Inner Speaker and Communicate with Ease" )

...a valuable resource for those...whose idea of 'the big picture' includes more than just the bottom line. (Maggie Oman Shannon Author of "The Way We Pray and editor of Prayers for Healing" )

Reading this book is like getting a degree in promotional savvy... (Victoria Moran, author of Lit from Within and Creating a Charmed Life )

A treasure house of fabulous, practical ideas. Do not pass up this book if you know what's good for you! (Carol Adrienne, Ph.D., author of Find Your Purpose, Change Your Life )

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