

More riveting than anything on the big screen this summer:

***"Sex, lies and politics: LA is gripped by mayor's love life"***

***"Rocky Delgadillo's Flameout: Once a rising star, the city attorney muffs it with endless screwups"***

"They just don't get it", says Los Angeles-based Tim O'Brien "This is a brazen violation of the public's trust and they just don't care."

O'Brien, part PR guru, damage control specialist, image crafter and author of ***"The Power of Personal Branding: Creating Celebrity Status with Your Target Audience"*** says some people are just clueless about personal branding. He believes politics is the ultimate people business. Outside of entertainment and sports, politics is the best and most fertile ground for creating celebrity status. As the old joke goes, "Politics is Hollywood for ugly people" - yet those in office continue to disappoint.

Tim has some very strong opinions about what's happening in his hometown right now and what needs to come next. Is resignation the only answer?

"Yes! says Tim. "Villaraigosa dishonored the office by committing adultery; Delgadillo embarrassed the sheriff's department everyone involved."

But...can these damaged careers be restored? Is it possible to "polish the halo" and get back on the right side of the public? The answer may surprise you.

**Tim works from the day's headlines to keep current and informative.** He's quick, well-versed, and charismatic. He gives one-of-a-kind interviews with fascinating looks into the "image branding" of not only politicians, but professional athletes, celebrities, as well as your audience...all straight from what's happening in the news.

I'd love to talk with you about setting up an interview with Tim. He's outspoken, **LOCAL** and will keep your listeners interested from start to finish. I've attached press materials below for your information. My cell phone is 215-500-2050. I hope we can talk soon. Have a great day!

AnnMarie Petitto

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## **New Book Demystifies the Art of Personal Branding**

### **Definitive How-To Guide Provides Strategies for Becoming “The Person to See™” Within Any Target Audience**

- Why is it some rise to the top of their profession, even when others have more skills and experience?
- Why are some virtual magnets to people, while others struggle in virtual anonymity?

To renowned personal branding expert Tim O’Brien, the answer is simple: The one with the most likeable personal brand has the best chance of winning and succeeding.

O’Brien, author of new book *The Power of Personal Branding: Creating Celebrity Status with Your Target Audience*, is a whiz at helping business leaders, athletes and anyone seeking to rise above the crowd create powerful, irresistible, captivating personal brands. Put simply, he knows how to make people like you.

“‘Likeability’ doesn’t just happen, it is the result of deliberate actions to differentiate from your competition,” says O’Brien. “Perception is the key. How people perceive you, what they think when they hear your name – that first thought – is what it’s all about.”

In *The Power of Personal Branding*, O’Brien provides simple, easy-to-use strategies designed to help readers build “brandwidth” and cut through the clutter with a positive personal brand people will remember. He explains why personal branding is not an option, and how everything an individual does either contributes to, or detracts from, his/her personal brand. He also teaches readers how people can begin to control their personal brand through five easy steps.

The first step is creating a personal “uniqueness statement” that can be communicated with clarity in less than 15 seconds.

Often confused with fame or celebrity, a personal brand is built upon qualities such as class, talent and intelligence. But O’Brien cautions that simply possessing these qualities is not enough to earn respect in today’s fame and celebrity-obsessed world.

“Truly successful people also master how to *demonstrate* they possess such qualities,” notes O’Brien. “Regardless of what you’re trying to achieve, your target

audience will almost always buy personality and ideas before they buy products and services. Simply put, the person with the most compelling personal brand wins.”

*The Power of Personal Branding* avoids the mind-numbing statistics and tired clichés typical of many business and professional self-help books. Rather, O’Brien relies on stories and humor, as well as hard evidence, to explain the power of personal branding and his unique strategies. The stories include O’Brien’s brutally honest assessments of his own early personal branding shortcomings.

“We’ve all heard about rags to riches stories, but mine is a journey from stupid to smart,” he explains.

Written for business professionals, the strategies in *The Power of Personal Branding* also apply to politicians, athletes and anyone trying to build or resurrect a compelling personal brand.

Topics include:

- What a personal brand is – and isn’t.
- How to select the right personal brand
- Tailoring a personal brand for maximum effect on your target audience
- Dozens of proven techniques for making your brand irresistible

## **5 WAYS TO TRANSFORM YOUR BUSINESS BY DEVELOPING ‘CELEBRITY STATUS’ WITH YOUR TARGET AUDIENCE**

You are a business leader, you know the competition, you know the other leaders in your market, but you far too often see your clients or customers drawn to others. Marketing produces leads, but you are ultimately often one of the ‘also rans.’ Your service or product is excellent and yet you have not become ‘the person to see.’

The problem, according to personal branding expert Tim O’Brien: You have not effectively ‘branded yourself.’

“Do a personal practice test, and ask yourself who the first person you think of is when it comes to various professions,” says O’Brien. “When you think of the world’s best lawyer, who comes to mind, and *why* does he or she come to mind? Or, bring it

closer to home; who have you heard is the best real estate agent in your area? Why is it *that* person?"

O'Brien, author of the forthcoming book *The Power of Personal Branding: Creating Celebrity Status with Your Target Audience*, is essentially in the business of making business leaders and individuals irresistible. The founder of Rainmaker U., a coaching program which teaches professionals how to create compelling personal brands, he offers 5 essential tips for developing an effective and magnetic personal brand.

1.) Select the right 'domain' and target audience

The focus of your message must be carefully directed toward exactly who you want to reach. Especially in service professions, trying to be everything to everyone is a recipe for mediocrity.

For example, O'Brien often coaches financial advisors and insurance brokers in Los Angeles whose target audiences are high-net worth individuals. The problem: there are hundreds of thousands of high-net worth people in L.A. County. O'Brien coaches them to shrink their focus and hit a select target audience like a battering ram, while their competitors spray their message lightly everywhere.

O'Brien's philosophy is that once you start achieving success, go deeper, not wider. He uses designer Donna Karan as an example of what not to do. Karan virtually destroyed all of the cache her brand had developed by watering down her brand with line extensions, from umbrellas to men's underwear.

2.) Hone your personal descriptive qualities

Personal branding has nothing to do with what you think about yourself and everything to do with what your target audience *feels* about you. Cast aside bashfulness, and forget about appearing conceited. Your target audience wants who they perceive to be the best, and what you portray is what you become. If you are a commercial litigator, for example, do you want to be known as affable and easy going? Perhaps, but your target audience is probably looking for descriptive characteristics like tenacious and forceful. A public relations pro? You want to be perceived as sophisticated, creative, and personable.

3.) Crystallize the benefits your qualities provide your audience

If you want your personal brand to sell, it must offer your target audience

something it wants and needs. People are only attracted to a personal brand if there is something in it for them. If for example, you are a business development consultant, a personal quality such as charisma provides a clear benefit to your audience. If you are charismatic, you can motivate.

4.) Pick a winning benefit

According to O'Brien, you must focus on just one benefit to build your personal brand. Select the one most relevant to your industry and which resonates with you the most. Trying to be more than one thing to your target audience dilutes the impact of your personal brand. You are a real estate agent, and you are perceived as being friendly, patient and relentless. What is the one quality which probably has the most benefit to your customers? Relentlessness – you are known as not stopping until a sale to a client's satisfaction or until you find the perfect home for a client.

5.) Develop a catch phrase

Developing a catch phrase does not apply to everyone, but think about your profession, make a list of phrases that capture your most important quality, and see if one resonates. Think of the movie 'American Beauty' and the character who was known throughout the town as the 'King of Real Estate.' This isn't a descriptive characteristic but a declarative one, backed up by a track record and market dominance.

**Tim O'Brien is a renowned personal branding expert and author who knows what it takes to cut through the noise and create a lasting impression. He serves as President and CEO of Los Angeles-based The Personal Branding Group, Inc. In 2001, he created Rainmaker U – a coaching program that teaches top-level professionals how to position themselves as “The Person to See™” within their target audience. More information about Mr. O'Brien is available at [www.thepersonalbrandinggroup.com](http://www.thepersonalbrandinggroup.com).**

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