



EASTERN MICHIGAN COUNCIL

MAY 8, 2021

9:30 AM - 11:00 AM



Virtual Zoom Meeting

# Get Known Everywhere, Using Publicity

## PRESENTATION BY JILL LUBLIN



Discover how to be the #1 Influencer and leader in your industry by boosting your credibility and amplifying your media visibility. Based on her international bestseller, *Guerrilla Publicity*, Jill Lublin shares simple strategies and provides cost-effective short-term, doable tactics. Helping you understand what the media is looking for, so you and your brand can stand out, get noticed and go from unknown to newsworthy.

Jill shares her proven secrets to understanding what the media wants and provides cost effective short-term, doable tactics that boost credibility and increase visibility for you and your brand. You will:

- 1) Understand the real purpose of publicity- To boost your credibility and amplify your visibility.
- 2) Uncover your "Oooooo, Ahhhhhh!" factor. Find the Wow! that sets you apart from the crowd.
- 3) You are the news! Craft a riveting message that lets others know who you are and what you do.
- 4) Simplify! Learn how the pros mesmerize the masses by tailoring their message to the level of a five-year-old.
- 5) Write a four-sentence announcement that ignites a local media frenzy.
- 6) Pass the all-important "Who cares?" test by showcasing your expertise in a way that commands attention.

**Please Join Us and Register by May 6th**

Register at: <https://www.abwa-emc.org/meetings>

This is a FREE event! The day before the meeting, you will receive the Zoom link.

**The mission of the American Business Women's Association is to bring together business women of diverse occupations and to provide opportunities for them to help themselves and others grow personally and professionally through leadership, education, networking support and national recognition.**

Eastern Michigan Council is composed of local leagues of the American Business Women's Association in Michigan. We provide opportunities for leadership development, facilitating member success through recognition, mentoring, coaching, and preparing candidates for National board offices.

For more information about ABWA please contact us at  
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