

Get Known Everywhere Using Publicity



WEDNESDAY, APRIL 14, 2021

Virtual over Zoom

Networking and Call to Order 6:30 pm;
Program 7:00 pm;
Chapter Business to follow program

The mission of the American Business Women's Association is to bring together businesswomen 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.

*Changing Women's Lives...
One Woman at a Time.*

For more information about our Chapter, contact us at ABWAMoKan@gmail.com

or visit our website at www.abwamokan.org

MO-KAN CHAPTER



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*, strategist Jill Lublin shares simple strategies and provides cost-effective short-term, doable tactics. Stand out, get noticed and go from unknown to newsworthy!

- 1) Understand the real purpose of publicity.
- 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.
- 5) Write a four-sentence announcement that ignites local media frenzy.
- 6) Pass the all-important "Who cares?" test by showcasing your expertise in a way that commands attention.

Jill Lublin is CEO of a strategic consulting firm and has over 25 years experience working with over 100,000 people plus national and international media. Visit jilllublin.com.

Event cost:

Virtual pricing only \$10 for everyone (Zoom link will be sent to you once registration is received)

Registration required by Tuesday, April 12th using one of the following:

- 1) Prepay/register at www.abwamokan.org
- 2) Send email to ABWAMoKan@gmail.com
- 3) Call 913-390-3466