

# Cultural Daily

Independent Voices, New Perspectives

## Marketing Guru Kellie Koppel to Share Authentic Promotion and Branding Secrets

Kellie Koppel · Thursday, March 21st, 2013

Do you know how to effectively promote your work? Do you get overwhelmed and have a hard time figuring out what to do or where to start? Do you find it uncomfortable or embarrassing talking about your project, work, or your accomplishments?

Self promotion and branding can be a daunting, but necessary task, and you'll learn all about it in this special event teleseminar (telephone seminar). Our guest expert will be Kellie Koppel, the go-to consultant for marketing, PR strategies and business development. As an actress, producer and writer herself, Kellie has learned first-hand what works, and what doesn't, and she's discovered how to overcome the obstacles to branding and promoting yourself. Kellie's clients have included a well-known social network, the Film Finance Awards, high-profile medical practices and TEDx.

Kellie will be interviewed by Adam Leipzig, *Cultural Weekly's* publisher, author of *Inside Track for Independent Filmmakers*, and the former president of National Geographic Films.

In this 90-minute teleseminar, you will learn:

- The difference between You and Your Brand
- Overcoming your fear of the spotlight
- 3 essentials that every brand MUST have
- How to avoid the most common mistakes when promoting your work
- 4 insights to giving an effective media Interview
- The key to writing press releases that get picked up
- How to be in the right places to meet the right people

By the end of the workshop you will know how to build your story, your credibility, your confidence and connections!

You will also receive Kellie's special "Blueprint for Brand Building" to help you establish authenticity, integrity, and consistency when building your brand.

As a live participant, you will be able to ask questions during the seminar. You will also get a free MP3 of the entire seminar to keep for your permanent use.

Your investment is \$15 if purchased by March 28, \$20 thereafter. Registration information here: <http://www.adamleipzig.com/store/authentic-branding-and-self-promotion/>

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