



## Apprentice to Business Ace your inside – out guide to personal branding Carmen Parnos, Helen Robinett & Sue Currie

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### Creating a BRAND new you

Here it is! **PERSONAL BRANDING...**Not familiar with the term? Well, get used to it – it's going to be around for a very long time! *Margot Spalding, Telstra Australian Business Woman of the Year 2006*

In business you have one competitive advantage – you. In order to succeed, it is essential to build your own personal brand. But how do you do that? Why is the name Richard Branson almost as meaningful as the Virgin brand itself? The authors show us how to get it right and why it's so important. They are smart, sassy and highly successful Australian business women who are specialists in their field and join forces to show you how to move from good to great, apprentice to ace.

Learn how to:

#### Create dynamic change with 'change agent' Carmen Parnos, CEO Australian Coaching Academy, Storage People

- Don't accept mediocrity (*see page 22*)
- Successful characteristics and behaviours that you need to adopt (*page 37*)
- Effective body language tips (*page 54*)

#### Communicate your visual presence with Helen Robinett, certified image professional & Director of Image Quest

- Seven success tips for casual Friday (*page 117*)
- Breast, bottom and toe cleavage! (*page 130*)
- Ten essential wardrobe items for professional men and women (*page 142*)

#### Develop your personal public relations campaign with Sue Currie, former TV newsreader & Director of Shine Communications Consultancy

- Develop your brand and star quality (*page 156*)
- The rules of communication (*page 175*)
- Lights, camera, action (*page 194*)



This book is packed with useful advice and helpful hints that will transform you and your business from apprentice to business ace.

**Carmen Parnos, Helen Robinett & Sue Currie  
are available for interview**

*Please see over...*

For further information, please contact Jackie Evans, Publicist,  
Jackie Evans Publicity on (02) 9808 3117 or 0407 776 222 [jep.pub@bigpond.net.au](mailto:jep.pub@bigpond.net.au)

Available at all good book stores

# Apprentice to Business Ace

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## Carmen Parnos

[www.australiancoachingacademy.com.au](http://www.australiancoachingacademy.com.au)

Carmen Parnos has over 20 years of corporate experience with the majority of that time spent in IT. She is the founder and CEO of two Melbourne based companies; *The Australian Coaching Academy* that focuses on leadership development and workplace coaching and *Storage People* a niche IT consultancy. She is a trainer & facilitator, accredited coach and public speaker. Carmen's second book *Super Leaders of Australia* will be published in late 2007. Her client list boasts of multi-billion dollar global organisations that have a strong presence in the Australasian market. She is also a member of the *International Coaching Federation*, *American Chamber of Commerce* and *Women on Boards*. To unwind she loves getting lost in a good book, being near the beach in summer and winter and reading fairytales to her two daughters.



## Helen Robinett [www.imagequest.com.au](http://www.imagequest.com.au)

Helen Robinett is passionate about helping people to feel fantastic about themselves. With a background of over 20 years in sales and marketing, Helen understands why personal and professional image are key ingredients in business success. Her Melbourne based company *Image Quest* has worked with clients to ensure staff reflect the image and branding of the company, on the importance of first impressions, managing perceptions of those around you, dressing for where you want to be and cost effective wardrobe management. She is one of only four image professionals in Australia to achieve the designation of Certified Image Professional through the Association of Image Consultants International. She is on the board of *Try Youth & Community Services* and volunteers with *Look Good Feel Better*. She loves any wine from Margaret River in WA, playing uno and casual dinners with family and friends around her Gran's big old table.



## Sue Currie [www.shinecomms.com.au](http://www.shinecomms.com.au)

Sue Currie is one of Australasia's leading personal branding strategists. A professional speaker and business educator, Sue is the director of *Shine Communications Consultancy*, and provides corporate and independent professionals with education on corporate image, personal branding, public relations, media skills and business etiquette. She is an accredited member of the *National Speakers Association of Australia (Member NSAA)*. Prior to establishing her professional speaking company Sue was an award-winning public relations consultant. She spent 10 years in broadcasting as a television entertainment publicist, TV public relations manager, television newsreader and morning show host. Sue's early years were spent in the fashion and modeling industry. Sue loves cooking and tropical island holidays and lives and works between Sydney and Asia.

A percentage of the profits of this book are being donated to **Look Good Feel Better** – an international community service program dedicated to helping men, women and teenagers undergoing treatment for cancer. [www.lgfb.org.au](http://www.lgfb.org.au)

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