



**IMPRESSario**

Author: Sue Currie

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## MEDIA RELEASE

### **IMPRESSario**

#### **Present and Promote the Star Within You Sue Currie**

#### **YOU are the star and producer of your personal brand and business**

Create an impression, make your mark, build your business and be the person you are truly destined to be.

Author Sue Currie invites you to become an *IMPRESSario* – an ingenious blend of entrepreneurial business person who is like the producer of a theatrical production – an impresario – and a person who impresses others.

“You are the *IMPRESSario* of your own life and career as what bigger production could there be?”, says Sue Currie.

According to Sue, her intent with this book is to inspire and help others – particularly women in business, to be confident, achieve their personal best and shine in business.

All good theatrical productions have their share of drama and this is also the case in *IMPRESSario*. In the pages of this book, you will read about how the author overcame the heartache of a teenage pregnancy to eventually reach the point of achieving a successful career. You will also learn how to take your own behind-the-scenes story and use it to positively shape your future direction.

“Through sharing my story, I aim to encourage those who may be harbouring negative past experiences and limiting their success by ‘getting in their own way’, to keep going,” says Sue.

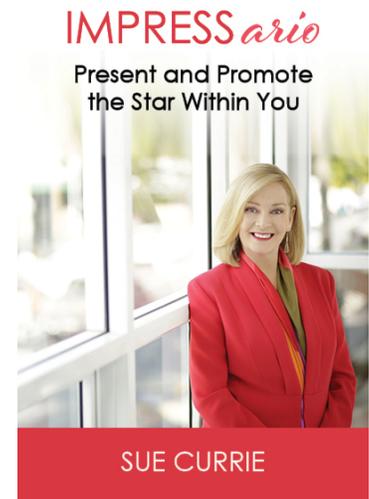
Filled with inspiring stories, practical steps, and exercises, *IMPRESSario* takes the reader on a journey and demonstrates how to create a memorable brand that has impact.

Written in a straightforward and heartfelt style, Sue Currie will help you to:

- identify your personal brand
- uncover your star quality
- develop your signature style
- market yourself
- produce a stand out brand and business.

“I believe that we all have the power to make a significant impact on our business, career or life through understanding our personal brand; and how to present that brand to others through our personal image and communication.”

*Please see over ...*



## **About the Author:**

**Sue Currie** is a businesswoman, speaker and author. As a result of her media profile, practical experience and business success, she is considered to be a leading personal branding authority in Australia. Sue has been a featured keynote speaker at leading conferences around the world, and has delivered training programs and consulting services to numerous corporate organisations and SMEs.

Sue knows that it's more than just delivering a message ... it is about really living it. From fashion model to TV newsreader and public relations professional, Sue's whole career has been about helping others to enhance image, build reputation and recognition to shine.

[www.SueCurrie.com.au](http://www.SueCurrie.com.au)  
[www.impressario.com.au](http://www.impressario.com.au)

IMPRESSario available at all good book stores; online at [www.suecurrie.com.au](http://www.suecurrie.com.au) and Amazon.com.

A percentage of the profits of this book are being donated to Aim For The Stars Layne Beachley Foundation to help aspiring women and girls achieve their goals. [www.aimforthestars.com.au](http://www.aimforthestars.com.au)

"Sue's story is truly inspirational!" — Layne Beachley, Seven-time world champion surfer

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