

## TALK TOPICS

### Got an idea about what you *could* be doing?

Don't let that *other* voice in your head talk you out of following your dream.

*It's not too hard. It's not impossible. It's not stupid. You could try.*

**A little PR Therapy will help.** When you're tired of wondering what you've got to do or who you're supposed to be, Robin Blakely's own brand of advice will help you assess your talent and skills and apply your creativity to make things happen that will change your life. You'll be relieved to finally know for sure that there's no need to chase empty hype and shallow buzz. Real success is built on strategy, purpose, and authenticity.

**Let your PR Therapy session begin!** Robin talks to you about listening to your



heart ...*really listening*. She shares tangible ways to identify your passion. You'll start by wrestling your idea to the ground, looking it in the eye, and deciding how to take meaningful steps to make things happen...from where you are now to where you want to be. You'll recognize real goals that will be personally rewarding to you...and you'll discover the steps you can take—from exactly where you are now—to expedite your particular journey. Robin helps you see ways to maximize and align

your efforts to make a real difference in the world. And, you'll pick up some survival skills to stop you from getting hopelessly lost, desperately confused, and completely exhausted in the process along the way.

Robin expertly guides and motivates entrepreneurial spirits at all stages of the spectrum.

### Common Questions:

- How do I get started when I am already too busy?
- How do I pick up the pieces and keep moving after a devastating surprise like a divorce, the death of a spouse, or the loss of a job?
- How do I get out of a real career rut and take my current efforts to the next level?
- How do I decide if I'm wasting my time or if an opportunity is too good to pass up?
- Is it true that even bad publicity is good publicity?
- How many people should be in my database and what should I do when I have a bunch of names?
- What's appropriate for me? Should I try to get the attention of the local newspaper or go for Oprah?
- How can I do everything at once...and do I personally need to?
- What if I am stuck on that rollercoaster...first, too busy to do outreach to customers; then, suddenly without enough work because no one knows who I am or what I do?



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