

# Promote Brand YOU

Presented by:

**Peter Urs Bender**

Based on the Canadian Bestseller:



# Secrets of Perception

**Unintended / conscious**

**First Impressions**

**Voice mail**

**Deliver value**

**Enhance credibility**

# **Secrets of Relationships**

**Build & nurture**

**Create & maintain**

**Plant your bamboo**

**Harness staff, suppliers**

**Associate with...**

# **Secrets of Media**

**Print / Radio / TV**

**Cultivate Relationships**

**Press releases**

**Write articles**

**Use your website**

# **Secrets of Leverage**

**Use intangible resources**

**Focus – Do more with less**

**Reuse, recycle and repackage**

**Break unwritten rules**

**Get happy clients work for you**

# **Secrets of Database**

**Collect information**

**Protect your dbf**

**Schedule your cold calls**

**Leverage your dbf**

**Start your contact high**

## Books by Peter Urs Bender

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### Leadership from Within

Most people see leadership as the act of leading others. In keynotes, seminars and his book *Leadership from Within* Peter Urs Bender says that leadership “begins with leading *ourselves*.” It starts with understanding our values and finding our vision and passion, then taking action and communicating effectively to create results. Every organisation needs staff that expresses this “leader-within”. Those who move past their fears, take responsibility, make decisions, and create positive change. There is no limit to the growth we can achieve together when we develop the leader in each of us.

### Secrets of Face-to-Face Communication

In this age of sophisticated communications technology how can interpersonal communications be suffering? Simply, few people take the time (or even feel they have the need) to learn the *skills* of effective one-on-one communication. This book emphasizes a systematic approach to interpersonal contact because its authors know from their other work—presenting, leading, marketing—that systematizing the approach to any activity will help individuals excel at it. *Secrets of Face-to-Face Communication* will appeal to those who truly want to improve the skills that lead to better understanding.

### Secrets of Power Marketing

Millions have been raised to believe "if you build a better mousetrap, the world will beat a path to your door." But this is a lie! To thrive in business, you must be seen and heard. People must talk about you, know where to find you and believe in the value of what you offer. *Secrets of Power Marketing* explains how this exposure comes from marketing—in essence, belief in yourself and the ability communicate it to others. "Marketing is everything you do in life *that expresses who you are, what you do and creates a perception of your value.*" You cannot *not* market. The most successful companies and individuals are those who have learned the secrets of how to do it effectively.

### Secrets of Power Presentations

In this age of information, a key ingredient of business success is our ability to communicate: to deliver winning presentations that move others to action. Whether it's in board meetings or staff training, with prospective clients or current customers, we need to be able to speak powerfully, think on our feet, and attract and hold attention. Peter Urs Bender has helped thousands to do just that; in fact, he wrote the book on it. *Secrets of Power Presentations* is a Canadian best seller with over 100,000 copies in print. Used in many top 500 companies, it is also required or recommended reading in over 40 Canadian universities/colleges. It has also been translated into French, German, Indonesian and Russian.

### Gutfeeling

Is it good looks, positioning, the right name or education that produces outstanding business people? They're all factors that help. But Peter Urs Bender believes there is one additional factor. It's the ability to listen to your Gutfeeling. Instinct and Intuition are intangibles, yet they're as real as Reason, Logic, and Analysis. He believes we can develop our Gutfeeling, and that there's nothing mysterious about it. It's really a process of allowing our unconscious access to our conscious mind—of “becoming” rather than “being”. *Gutfeeling* is a departure from Peter's previous books, but an extension of his philosophy of Leadership.