

By THE FOUNDER of MARKETING MENTOR

The Art of Self Promotion is a compilation of all past issues of the print newsletter of the same name published from 1990 through 2000 by Ilise Benun. Small business owners, freelancers, and independent professionals can benefit by the advice she gives readers about how to:

- Improve networking skills
- Develop a cold-calling campaign
- Develop a Website (or revise an outdated one)
- Drive traffic to their Website
- Develop an email marketing campaign

Ilise BENUN is the founder of Marketing Mentor and has been helping people market and promote themselves for over 20 years. She is the author of *The Art of Self Promotion*, *Self Promotion Online*, and the recently published *Stop Pushing Me Around: a Workplace Guide for the Timid, Shy and Less Assertive*. She has been featured in national publications such as *The New York Times*, *Toronto Globe and Mail*, *Inc. Magazine*, *Essence*, *Working Woman*, and more.

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BENUN
THE ART of SELF PROMOTION

THE ART of SELF PROMOTION

Everything you need to know about self promotion, whether you're a

- Small Business Owner
- Freelancer
- Independent Professional

ILISE BENUN