



## Branding Expert and Author Lori Martinek

Lori's experience on all sides of the marketing equation (agency/client/media) has made her a sought-after branding strategist. As the Owner & Principal of **Presentation Plus**, an award-winning national marketing and public relations firm, Martinek works side by side with CEOs and top executives to get them, and their organizations, noticed — online and off. (<http://www.pplusonline.com>)

Lori's first book, **Be the Bulb!**, was published by **Herlife Publishing** in March 2009. It is available on the publisher's website (<http://herlifepublishing.com>) and on Amazon.com.

Martinek is a successful entrepreneur, an accomplished speaker and a consultant and coach to CEOs, community leaders, elected officials and political candidates. She has served as a Small Business Development Center (SBDC) Counselor in Illinois and Arizona and is a former president, board member and consultant to chambers of commerce, charitable foundations and other non-profit ventures.

Her resume includes projects for Fortune 500, second-stage companies and startups in the public and private sector, and economic development and community marketing at the state, regional, county and municipal levels. Her client resume includes media companies; consumer products giants; national retailers; manufacturers and distributors; national developers; healthcare networks and entrepreneurs of every kind.



Martinek holds a Master's degree from Northwestern University's prestigious Medill School of Journalism. She began her career at Foote, Cone & Belding Worldwide in Chicago and went on to become a National Marketing Manager for Wickes Lumber Company, where she developed innovative consumer and contractor programs for the retailer and companies including Owens Corning, Black and Decker and Kohler.



Her other publishing credits include articles on business management and marketing for national publications and bylines in newspapers including the *Chicago Tribune*, the *Wisconsin Capital Times/State Journal* and the *Northwest Herald*.

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**Distribution contact:** [publisher@herlifepublishing.com](mailto:publisher@herlifepublishing.com)

## Connect with Lori Martinek on the Web

### Lori's Companies:

#### Herlife Publishing

<http://herlifepublishing.com>

#### Presentation Plus

<http://www.pplusonline.com>

### Lori's Blogs

#### Be the Bulb!, the Blog

<http://bethebulb.com>

#### Branded By Design

<http://brandedbydesign.blogspot.com>

### Learn More At ...

<http://lorimartinek.com>

<http://activeattention.com>

<http://motivationalenergy.com>

<http://mybusinesscounselor.com>

<http://holisticentrepreneur.com>

<http://lifeworkstrategy.com>

### Connect with Lori at:

#### LinkedIn

<http://linkedin.com/lorimartinek>

#### Twitter

<http://twitter.com/lorimartinek>

#### Facebook

<http://tinyurl.com/lorimartinekFB>

#### Naymz

<http://tinyurl.com/lorimartinekNAYMZ>

# Be the Bulb!

By Lori Martinek

Published March 2009

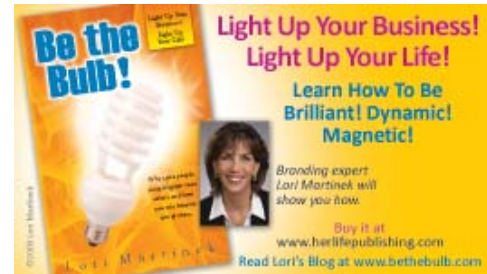
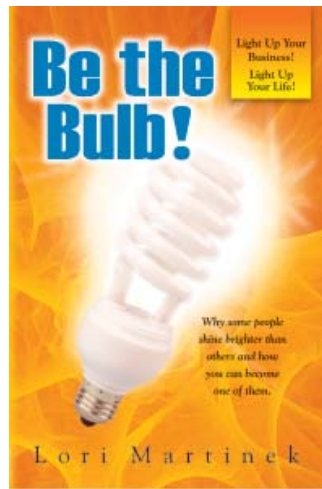
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Light Up Your Business!  
Light Up Your Life!

Be the person who lights up a room and attracts others with your energy. Own the company that customers love to work with and the brands that they want to buy. Get people buzzing and create the professional and personal success that you long for! *You can do this.* And best of all, you have everything that you need to get started.

Whether you want to be a successful entrepreneur, a dynamic civic leader or the life of the party, you can have all of it and more when you know how to **Be the Bulb!** You'll learn how to apply proven Attraction Marketing concepts to 'amp up your profile' and put passion and power into your branding and marketing efforts— to promote yourself, your company and your products. Attraction Marketing combines personal branding, target marketing and a unique way of putting energy into the marketplace to attract the types of people and opportunities that you need to succeed. Put yourself in the path of success. This book shows you how!



## Herlife Publishing

Herlife Publishing creates business books with a human element that provide inspiration *and* direction — for people, about people and the success that they can create. Herlife was founded in 2007. The company published its first title, **Be the Bulb!**, in March of 2009.

Herlife also provides a range of fully-branded, socially-ready Online Marketing Solutions that enable entrepreneurs, authors and growing companies to get off to a fast, strong start in the fast-paced world of online marketing. Products include branded websites with built-in blog templates, RSS, social marketing tools, branded social profiles and full e-commerce capability. Herlife puts online marketing within reach of every business, regardless of their age or size.

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# Q & A with Lori Martinek

## *On Attraction Marketing and Be the Bulb!*

### **What is Attraction Marketing?**

Attraction Marketing combines personal branding, target marketing and strategies for putting your brand's energy into the marketplace in a way that attracts the types of people and opportunities that you need to be successful. It is a very dynamic process that anyone can learn.

### **Why is this book relevant and timely right now?**

It has never been more important to shine brightly. Competition for business, for jobs -- even for relationships -- is fierce. You have to be a standout and set yourself apart from the competition in a positive, magnetic way.

### **Who is the ideal audience for this book?**

*Be the Bulb!* is relevant for anyone who wants to achieve the personal and professional success they've always wanted. It is a must read for new and aspiring entrepreneurs or anyone who is looking to jump-start a new or stalled career. It is also ideal for companies that are looking to reach out to new customers and grow their business and for anyone who is interested in learning how to put social marketing strategies to work effectively.

### **What advice do you have for people who are looking to start a business?**

Always build a business based on what you are good at and what you love to do. As a former SBDC counselor, I have met many entrepreneurs who pursue business concepts strictly for the money. Money and all of the things that it can buy is fine, but you really do have to be in love with what you do. It really is true: If you love what you do, you'll never work a day in your life, and the quality of the time and effort that you put into building your venture will be a higher caliber, all the way around.

### **How about people who are involved in a job search?**

Today's job market is the toughest that we've ever seen and it's certainly the most competitive. There are a lot of good candidates out there who have great resumes. You have to make you and your qualifications stand out. One way to do that is to be proactive, optimistic and positive. Candidates who approach their job search as an opportunity instead of an unemployment crisis will find that attitude spilling over into every part of their life. Attitude is everything. Show potential employers how you will have a positive impact on their business, beginning with the very first impression that you make.

### **Is *Be the Bulb!* strictly a business book or does it also have personal implications?**

The principles of Attraction Marketing will work in every part of your life, whether you are looking for career success, a great relationship or more meaningful day-to-day living.

### **Social networking is a very hot topic. How does it fit in with Attraction Marketing?**

An important step in Attraction Marketing comes after we 'Flip the Switch' and start projecting our brand and its message into the marketplace. Social networking makes it easier than ever before to reach out to exactly the types of people that you want and need in your life, whether they are potential customers, partners, investors or dates. Social networking tools are attainable, accessible and affordable for companies of any age, size or location and for individuals of any income level. They are a great equalizer and they make it very easy for anyone to *Be the Bulb!*

### **How does your background qualify you to write on this topic?**

I am the owner of a national marketing and public relations firm that works with companies and communities across the U.S. Prior to that, I worked for one of the largest advertising agencies in the world before becoming a national marketing manager for a retailer with locations across the country. I am a branding expert with the education, the experience and the entrepreneurial resume that gives me a real-world understanding of what works and why. I travel the country to speak to business and professional audiences about online marketing and branding and, now, about how to **Be the Bulb!** I built my company and have helped many of our clients achieve success using Attraction Marketing principles. It was time to share the process with others who are also ready to achieve their dreams and goals.

### **Can you explain how Attraction Marketing has worked for you?**

I'll tell you this much. If you are confident in yourself, the world will have confidence in you. Walk into the room, greet people, speak with confidence and project positive energy and the audience will always be yours. I call it contagious enthusiasm. Others are searching for it. Be the one who radiates it. Some people are born with this ability, others have to learn it. The best part is that anyone can learn it. Each of us already has everything that we need to **Be the Bulb!**

### **What's next?**

I'll be starting on my next book later this summer. It is on a topic that I call Holistic Entrepreneurship, where work and life are true extensions of each other, in a good way, and where the businesses that we create are a true reflection of who we are, what we want to give to the world and what we are hoping to get back in return. It has everything to do with creating a life where work, learning and success are circular and self-feeding. If you've ever asked yourself 'Is this all there is?' the answer is no, there's more. This book will explain how to get to the next level.

### **Where can potential readers learn more about the book and its topic?**

The best place to start is at the Herlife Publishing website, at <http://herlifepublishing.com>, where we offer a free preview of the first chapter. It is also available on Amazon.com, where you can 'Look Inside the Book' and also get a preview.

I also write a blog entitled **Be the Bulb, the Blog** which offers strategies and thoughts on how to keep your brand shining brightly, every day. You can subscribe at <http://bethebulb.com>.

I have another blog, entitled **Branded By Design**, which is focused on branding and social networking topics. You can sign up to automatically receive new posts through RSS at <http://brandedbydesign.blogspot.com>.

## Lori's Media Appearances Include ...

### StartupNation Radio

<http://tinyurl.com/69h8vs>

### A&E TV, Big Spender with Larry Wingert (2007)

### KFNN Radio 150 Phoenix

### NFL Super Bowl XLII Playbook for Small Business with GoDaddy.com CEO Bob Parsons

[www.essentialet.com/SBDC/index.php](http://www.essentialet.com/SBDC/index.php)



## Lori's Other Appearances Include ...

### Arizona Veterans Small Business Conference

Ft. McDowell - June 2008

### Governor's Regional Development Conference

Carefree, AZ - August 2008

### ASBDC National Conference

Chicago - September 2008

### IEDC Leadership Summit

Tempe, AZ - January 2009

### Women Entrepreneurs Bootcamp

Scottsdale, AZ - February 2009

### Greater Phoenix Chamber Back to Business Series

Phoenix, AZ - May 2009

### Lake Land College Social Media Conference

*Social Marketing for Small Businesses  
and Entrepreneurs*

Mattoon, IL - May 2009

### Effingham Chamber CEO Forum

Effingham, IL - May 2009

### Governors Regional Development Conference

Litchfield Park, AZ - August 2009

### IEDC National Conference

Reno, NV - October 2009

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