

# LEVERAGE YOUR PRESS



Extend your 15-minutes of fame.

Don't underestimate the perceived third-party endorsement that the media offers.



## POST IT

to your  
website

## SELL CREDIBLY



talk about it

display it on  
your wall



take it  
with you  
on calls

## EXPAND

your thoughts  
on the topic on your BLOG  
and Social Media



## MAIL IT | E-MAIL IT



to everyone on your lists

## FEATURE IT



at industry shows  
and meetings

Put your press to work.

  
**SUNSTAR**STRATEGIC  
energizing growth since 1990