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**Britney Spears ...Michael Richards ... Mel Gibson ...
PERSONAL BRANDING EXPERT EXPLAINS:
HOW CELEBRITIES CAN SALVAGE THEIR IMAGES AFTER
PUBLIC MISTAKES**

Tim O'Brien makes his living helping others shape their 'personal brand' to succeed in business. It's his job to make others like his clients, want them, and be drawn to them. It's not always an easy job, especially when some portray a bad public image, or do stupid things.

O'Brien, president of The Personal branding Group and author of the forthcoming book *The Power of Personal Branding*, is equal parts PR man, damage control specialist and image crafter. Working with athletes and business leaders, he knows exactly what it takes become an irresistible commodity, and what to do when people do very dumb things, i.e. Britney Spears, Michael Richards and Mel Gibson.

Willing to speak his mind and challenge those who disagree with him, O'Brien can discuss:

- Whether celebrities like Britney Spears and Paris Hilton hurt or help their images after "public" displays
- The top 3 things any celebrity should do when they put their foot in their mouth
- Why Michael Richards reaching out to Black leaders like Jesse Jackson was an awful idea
- What Mel Gibson did right – and wrong – in trying to make amends for his anti-Semitic tirade
- Whether immediate apologies really work
- How to create an effective 'personal brand'
- Why Gloria Allred – who filed a lawsuit on behalf of some of Richards' 'victims' is a glorified ambulance chaser who gives lawyers a bad name

Tim O'Brien is a personal branding expert and author of *The Power of Personal Branding: Creating Celebrity Status with Your Target Audience*. He is the President/CEO of The Personal Branding Group, Inc. and creator of Rainmaker U., a coaching program that teaches top-level professionals how to position themselves as *The Person to See*[™] with their target audience by creating a compelling personal brand and marketing that brand better than the competition.

Many of O'Brien's clients are high-profile individuals and recognized business leaders in their business industry and community.

www.thepersonalbrandinggroup.com

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