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YOUNG ENTREPRENEURS' ORGANIZATION GOES HOLLYWOOD
Hollywood insider Sam Christensen makes "Personal Branding" a reality
For some of the most successful young business people in America.

LOS ANGELES, CA., August 4, 2001 -- Hollywood Image Guru, Acting Teacher and critically acclaimed former Casting Director (hundreds of film, theatre and television credits, including CBS's M*A*S*H) Sam Christensen announces that he will address the Young Entrepreneurs' Organization (YEO) about the next wave of marketing: Personal Branding. In Seattle on August 18, 2001, Christensen will bring Hollywood's secrets of "star-making" to light in his characteristically warm, informative and entertaining style.

This is one of several addresses being made by Sam Christensen under the aegis of **THE CHRISTENSEN SYSTEM**: a corporate training and public speaking arm of *Sam Christensen Studios* catering to the needs of big and small businesses. **THE CHRISTENSEN SYSTEM** offers keynote speeches, two-day corporate workshops and private consultations that deal with the concept of marketing one's unique self with words and phrases that are comfortable, accurate and self-revealing.

YEO is a prestigious group of business professionals, who are under 40 years of age and are the owners, founders, co-founders, or controlling shareholders of a company with annual sales of (US) \$1 Million or more. YEO's objective is to support, educate and encourage young entrepreneurs to succeed in building companies and themselves. YEO strives to be the premier, peer-to-peer, global network, community and resource for entrepreneurs – and Christensen's message about identifying and enhancing one's Personal Brand is geared especially for these busy executives.

"This isn't image work that is based on something false, or some expectation of what you should be, this is work based on who you are. Reality-based image consulting. We help you decipher what people see in you – how they "read" you – and then help you turn those perceptions into assets," says Christensen.

ABOUT SAM CHRISTENSEN STUDIOS

Since its inception in 1991, *Sam Christensen Studios* has helped nearly ten thousand people discover their Personal Brand. Conveniently located in North Hollywood, CA, *Sam Christensen Studios* offers workshop and meeting spaces, a headshot photographer's gallery, and a home for some of the most creative minds in Los Angeles.

Prices for keynote speaking engagements range from \$5,000-\$7,000; Workshop prices for THE CHRISTENSEN SYSTEM begin at \$1,000 for individuals, and corporate and group rates are available.