



Gina Rudan

Marketing Your Genius

September 18, 2012
12:00 - 1:00 p.m. PDT

Register:

www.inventyourfuture.com

\$25/webinar. FREE to employees of corporate partners subject to individual agreements. Discount for members of community partner organizations.

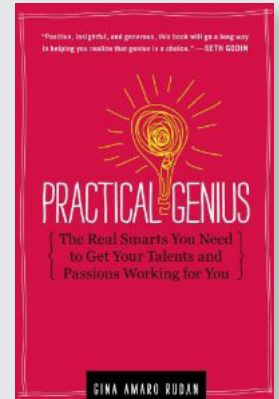
Corporate Partners



Community Partners



Everyone has a capacity for genius. It lies in the intersection of your hard and soft assets, and the challenge is to leverage the sweet spot that differentiates you from everyone else. Once you identify your genius, how do you broadcast it on every channel to attract, engage, and grow your audience? In this webinar you will learn how to identify your unique points of differentiation and position them as premium assets rather than commodities. Discover how your yodas, ambassadors, fat brains, and tribe – in tandem with social media – can help you build a market for your genius.



About our Speaker:

Gina Amaro Rudan is the founder and president of Genuine Insights, Inc., a contemporary professional development and training practice. Before launching her own firm, Gina worked at Fortune 500 companies including Avon Products and PR Newswire. Her new book, *Practical Genius: The Real Smarts You Need to Get Your Talents and Passions Working for You*, was published in October, 2011. A regular contributor to The Huffington Post, BestThinking.com, and Business2Community.com, she lives in the San Francisco Bay Area with her husband and son.

Visit her at www.practicalgenius.com.