

Mensa Northwest Conference Features Jay Jessup, Branding and Publicity Strategist, Platform Strategy Founder

Jay Jessup, Fame 101 Author & Platform Strategy Founder, to Address Northwest's Brightest at Mensa Event

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Author **Jay Jessup**, co-founder of the publicity and branding boutique Platform Strategy, is slated to address the Northwest's brightest at Mensa's 2010 Oregon Annual Event on May 1st, 2010.

Mensa attendees, with membership requiring a top 2% IQ, will discover how to use their gift to become a nationally recognized leading voice of any professional field using compelling personal branding and celebrity level publicity.

Jessup's presentation *Smart is Just the Start in Personal Brand Strategy* is based on his new book **Fame 101** wherein he reveals that the promotion, business, and branding models of Barack Obama, Suze Orman, Rachel Ray, Billy Graham and 75 other of America's Most-Notable all follow the same formula for professional success; a formula anyone can use for extraordinary results in their field and career.

“Mensans are an ideal audience for Fame 101 personal branding strategies” said Jay Jessup. “They are by definition extraordinary high-potential people who can have a big impact with the right information and tools.”

The book's premise and Jay's message is that the elite one percent of every field are as adept at publicity and personal branding as any Hollywood celebrity or Washington politician. Further, the book advises that any remarkable person can use these same tools to leap past their competition and achieve very visible iconic status in any profession.

The Mensa event marks the starting point on Jessup's **Fame 101** West Coast spring book tour. ■



Jay Jessup
Author, **Fame 101**