

ABOUT ROBIN



ROBIN

BLAKELY

Bio / Profile

A business coach for talent-driven brands and a member of the Forbes Coaches Council, Robin Blakely has an extensive background in strategic planning and business development. Robin's business books include: **PR Therapy: Ignite Your Passion for Promoting Your Products, Services and Even Yourself!**; **Six Hats: The Inside Out Strategy for the One-Person Business to Find Success**; **Crossing the Troll Bridge: A Marketing Guide for Artists and Writers.**

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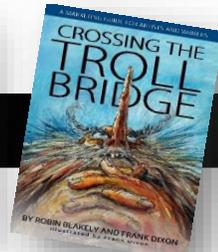
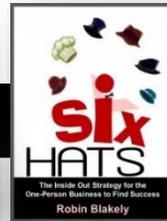
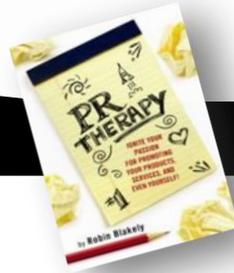
Making professional dreams happen—faster. Robin Blakely is the president of Creative Center of America, a firm built to help companies, causes, and creatives create talent-driven and passion-fueled platforms.

Robin has worked closely with best-selling authors, renowned artists, CEO's, scholars, cause leaders, and creative talents from across the country. As part of larger business development initiatives, Robin has secured and managed promotional placements for clients at venues that have included HGTV, Book TV, The Los Angeles Times Festival of Books, The National Baseball Hall of Fame, Esalen Institute, Omega Institute, the Golden Door Spa, The Hollywood Reporter, ABC World News, Vanity Fair, and more. Robin has coached clients participating in satellite media tours for Crest, Listerine, Huggies, QVC, and more. She has served as Publicity Consultant, Marketing Director, Communications Director, or Development Director for a variety of service-focused nonprofits including NAMI-Kansas City. As National Cause Marketing Director for GiftsThatGive, Inc., Robin created a series of popular training webinars attended by more than 900 cause leaders.

Early in her career, Robin was a news writer who became the producer of a live radio talk show that featured guests such as the vice president of the United States; best-selling authors and business leaders, comedians Bob Hope, Jeff Foxworthy, and Steve Allen; astronauts, television personalities, movie icons, and others. Robin also produced an educational series in which Los Angeles County schoolchildren were introduced to the behind-the-scenes worlds of award-winning authors, including such luminaries as Madeleine L'Engle, Jon Scieszka, Barbara Park, Patricia Polacco, and more. For seven years, Robin taught and coordinated the Professional Writers Certificate Program for CUES at California State University, Long Beach.

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BOOKS



Business books that help make your professional dreams happen—faster...

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Robin's books are for creative people, industry experts, and anyone with the professional dream to create a career that is talent-driven and passion-fueled.

PR THERAPY

by Robin Blakely

When doing what you love turns, by necessity, into promoting what you do, you need PR THERAPY.

This tell-it-like-it-is guide is filled with field-tested PR and entrepreneurial know-how.

SIX HATS

by Robin Blakely

You need to wear a lot of Hats to keep your career afloat. This ultimate field guide for the one-person business delivers the powerful strategy you need to overcome your Hat-juggling challenges.

CROSSING THE TROLL BRIDGE

A Marketing Guide for Artists and Writers

by Robin Blakely and Frank Robert Dixon

You want and need a supportive audience for your creative work, but reaching your fans can feel impossible—you're not alone.

Now, there is a better way. You can reach important new levels of success by forging a path that is authentic to who you are. Finally! Marketing makes sense and can even be fun for artists, writers, and other creative thinkers. This fear-less book shows you how to tap into your imagination, intuition, and passion to successfully approach the business side of your creativity with clarity and real enjoyment.

www.crossingthetrollbridge.com

IF YOU'RE A WRITER, AN ARTIST, AN EXPERT, AN INDIVIDUAL IN TRANSITION, A HIGH ACHIEVER, OR A CREATIVE THINKER, YOU'LL LOVE WHAT I DO.

MY BUSINESS BOOKS ARE FUN

CREATIVE MINDS THINK ABOUT BUSINESS DIFFERENTLY. WE FOLLOW OUR DREAMS. WE WANT TO MAKE A DIFFERENCE. WE LOVE WHAT WE DO.

PRAISE

COOL

30+ recommendations at [linkedin.com/in/robinblakely](https://www.linkedin.com/in/robinblakely)

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"...Robin is an outstanding, get it done, follow-through professional. She is 150% dependable and her work product is also outstanding..."

—**Dr. Steve M. Cohen**, CEO of Labor Management Advisory Group

"...Robin's vision for communicating specific messages with the media, stakeholders, clients and the general community is sheer genius. She is a compassionate professional with unmatched skills and expertise..."

—**Danielle Robbins-Gregory**, Director of Quality Development, ReDiscover

"...I started Reel Life With Jane, home to my syndicated family movie & TV reviews, years ago, but it wasn't until I hired Robin that things really started to take off..."

—**Jane Boursaw**, Editor-in-Chief Reel Life With Jane

"...Robin is a professional in every way. Her follow-up, knowledge and creativity is second-to-none."

—**Jay Duke**, Executive Director of AV Boys and Girls Club of America

"...Robin put me on the map, securing PR for me in national magazines, television and radio as well as speaking engagements. She is, quite simply, the best PR person I have ever met."

—**Rebecca Forster**, USA TODAY and AMAZON bestselling author

"...a precise, concise, and easy-to-understand prescription for achieving success."

—**Hazel Dixon-Cooper**, Author of best-selling *Rotten Day* book series, and *Cosmopolitan Magazine's* Bedside Astrologer

"...Robin Blakely puts the fun in marketing fundamentals..."

—**Jamie Novak**, Expert Organizer and author of the #1 bestseller *1,000 Best Organizing Secrets*

"Robin's innovative approach to planning and implementing promotional strategies is on the mark!"

—**Sandra Kitt**, recipient of two Lifetime Achievement Awards from RWA, and bestselling author

"...Robin Blakely is the real deal—an energetic, revolutionary PR guru—who finally wrote it all down."

—**Stacy Wolf**, author of *Psychic Living* and *Never Throw Rice at a Pisces*

"...Robin Blakely's passion is helping the rest of us ignite ours to achieve the things we dream..."

—**Marybeth Hicks**, columnist for *The Washington Times*

"...I have been in the public relations business for over 50 years. PR THERAPY is the best book I have seen. It covers every facet of the business that is necessary in order to be successful..."

—**Howard Boasberg**, Executive Director of the Advertising Icon Museum

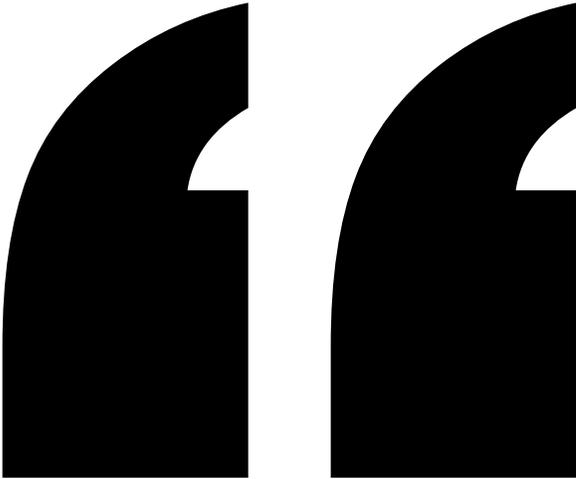
TALK TOPICS

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The stuff dreams
are made of?
YEAH! Robin knows
that stuff.

Go Ahead. Ask A Question.

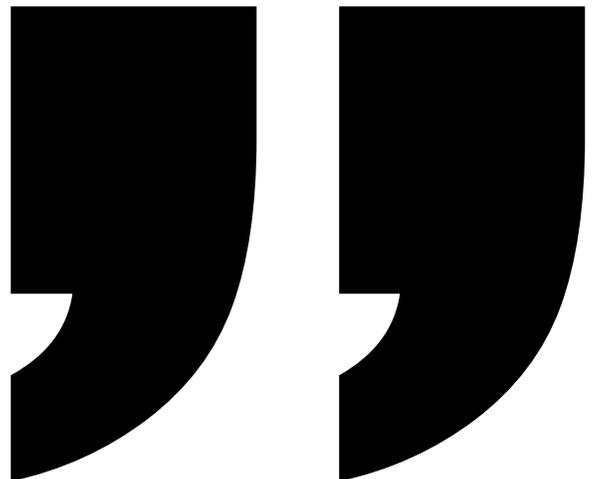
- ★ What is a talent-driven brand? What makes a talent-driven brand different from other brands?
- ★ Am I too old to follow my dreams?
- ★ How do I get started when I am already too busy?
- ★ What is important to know about the left-brain/right-brain thing in business?
- ★ Is it true that even bad publicity is good publicity?
- ★ What are the Six Hats I need to succeed?
- ★ How can I do everything at once...and do I personally need to?
- ★ What is the big concept behind *Crossing the Troll Bridge*? What does the troll symbolize?
- ★ How did you start your own business?
- ★ What do writers need to know about publishing?
- ★ Does e-publishing mean that traditional publishing is dead?
- ★ How do I pick up the pieces and keep moving after a devastating surprise like a divorce, the death of a spouse, or the loss of a job?

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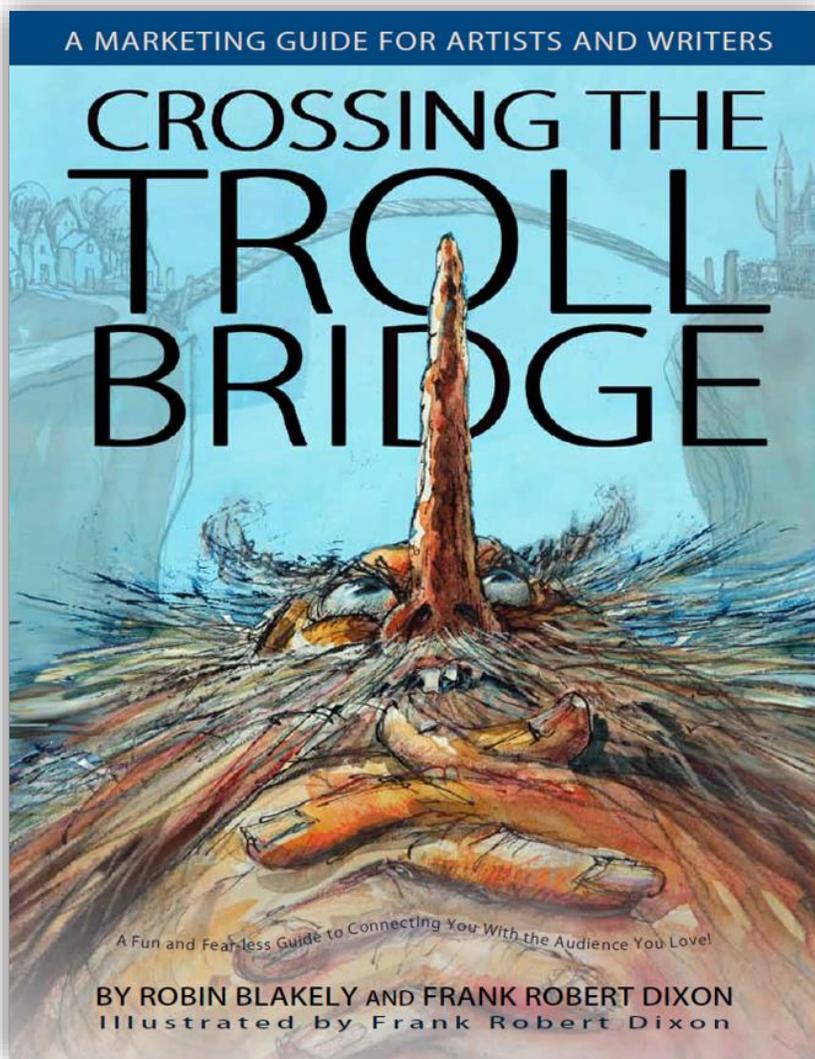
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READ ME



CROSSING THE TROLL BRIDGE

by Robin Blakely and Frank Robert Dixon

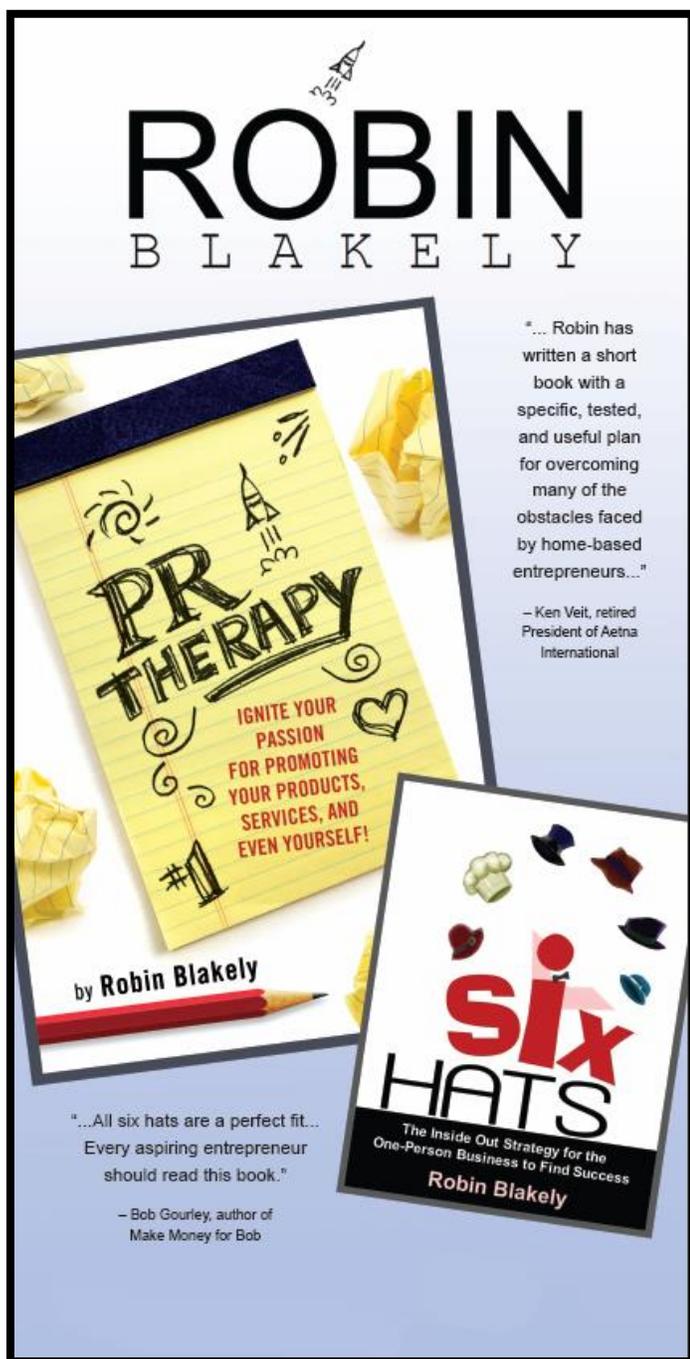
You want and need a supportive audience for your creative work, but actually reaching your fans can feel impossible—you're not alone. Now, there is a better way. You can reach important new levels of success by forging a path that is authentic to who you are. Finally! Marketing makes sense and can even be fun for artists, writers, and other creative thinkers. This fear-less book shows you how to tap into your imagination, intuition, and passion to successfully approach the business side of your creativity with clarity and real enjoyment.

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"Superb, incredible, beautiful!"—Ray Bradbury

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BIZ BOOKS



ROBIN
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"... Robin has written a short book with a specific, tested, and useful plan for overcoming many of the obstacles faced by home-based entrepreneurs..."

— Ken Veit, retired President of Aetna International

"...All six hats are a perfect fit... Every aspiring entrepreneur should read this book."

— Bob Gourley, author of Make Money for Bob

PR THERAPY

IGNITE YOUR PASSION FOR PROMOTING YOUR PRODUCTS, SERVICES, AND EVEN YOURSELF!

Overflowing with field-tested entrepreneurial know-how, this informative guide decodes the intimidating world of promotion while addressing the questions that most often paralyze those new to publicity—*What if I am too late? What if no one likes my product? How can I start networking? Can I get by on a shoestring budget?* With an eye to identifying the internal conflicts and emotional roadblocks that keep success at bay, this insightful handbook explores the importance of harnessing personal energy before, during, and after embarking on a promotional journey. From identifying market segments and picking the right promotional strategies to booking live events and designing branded communication tools, this fresh look at public relations offers a variety of easily customizable promotional strategies for any type of organization.

SIX HATS

THE INSIDE OUT STRATEGY FOR THE ONE-PERSON BUSINESS TO FIND SUCCESS

When you work for yourself as a writer, consultant, or any kind of small biz talent, you have to wear a lot of Hats to keep your career afloat. This ultimate field guide for the one-person business delivers the powerful strategy you need to overcome your hat-juggling challenges. **Six Hats** offers a unique system using right and left brain techniques to help draw out and clarify the issues all one-person business owners face. Finally, business development goals are discussed in a comfortable way that makes success easier to achieve—a business breakthrough for creative thinkers and high achievers with professional dreams.

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