



# The Leader & The Muse™: Inspired Personal Branding

WITH  
*Rasheryl McCreary*



## Personal Branding | Leadership Presence

### The Leader and The Muse: Inspired Personal Branding

#### Archives Available

July 27th 2012: **Fierce Loyalty: The ROI of a Fiercely Loyal  
Community**

Community is a very hot marketing word right now. Most organizations and entrepreneurs are scrambling to make sense of what community means, how to build it and how to create an integrated strategy for making it a vital part of the company's operation. Join host Rasheryl McCreary and her guest Sarah Robinson, seasoned business coach, strategist and advisor as they discuss the business and branding advantages of a robust, active community. If you are looking for practical strategies for developing raving fans who will spread the word about you and your business, tips on how to grow a client

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### Featured Guest



#### Sarah Robinson

Sarah Robinson is President of Sarah Robinson Co. She is a seasoned business strategist, advisor and speaker who helps business owners set their companies apart from the pack. Based in Birmingham, AL, Sarah advises her international clients on building a thriving, successful community, increasing social media effectiveness, and developing a remarkable online and offline business presence. Her expertise in building fiercely loyal communities was developed through many years of working with entrepreneurs, small businesses, non-profits and corporations and is the foundation for her forthcoming book, "Fierce Loyalty: Unlocking the DNA of Wildly Successful Communities". Notable Mentions: No

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