



Xanthus Communications

Media Jockey

A Newsletter from Xanthus Communications

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Brand Warning!

Consider the stunning fall of the Governor of New York within the context of understanding the human brand. If only Eliot Spitzer was a little more like Bill Clinton. Even if you're a Republican or a fan of Obama, it's impossible not to like Bill. Bill can get away with a dalliance here or there because it never interferes with his main brand message-**he's Bill**. Bill is Southern. Bill has charisma. Bill is so comfortable with all walks of American life that he can easily communicate with and inspire anyone from a coal miner to a Microsoft Millionaire. Bill has never pretended to deny the cad-like component of his brand persona. Being an occasional bad boy makes him all the more endearing-more human, sort of like a "Benjamin Franklin." When considering your own brand, don't create a persona that is stiff, artificial and denies some core aspect of who you really are. If you completely whitewash and hide your dark side, you will find

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Be human. Your brand image.

Dear Friends and Colleagues:

We love celebrities and enjoy the beauty, intrigue and glitter they bring to the world. Branding, however, is not really meant for only celebrities. You can't count on celebrities to perform brain surgery, find a way to minimize bacterial infections or to give you financial advice. Celebrities come and go.

You are a professional and you are here to stay. You are accomplished, highly credentialed and smart. You have a real name. You don't act for a living. You work for a living. You have a real expertise that you have worked hard to cultivate. You have more to gain from developing your brand than any celebrity. It is more important than ever for you to build a strong brand identity, which is defined by who you are and what you do.

Today's professionals are in greater need of branding than celebrities because people who are experts have the power to make a profound and lasting impact on the world. Xanthus Communications now represents over 100 individuals who are building brand equity in their own names. Our experts range from scientists and artists to psychologists, medical doctors and attorneys. Please see our growing roster of experts at our new website <http://www.prforpeople.com>.

At a critical time in the economy when we could all use some clarity about what is going on in the financial markets, we are proud to feature Michael Cohn, who is expert in risk management and wealth preservation. Michael Cohn has the expertise to guide us through the landmines of a rocky financial landscape. Michael has been a financial services professional for over 21 years. He began his career in 1985 at Bear Stearns & Co., where he gained solid experience in Treasury bond trading, mortgage-backed securities trading and underwriting, risk arbitrage, and OTC trading. He is currently Portfolio Manager and Chief Investment Strategist at the New York City-based Atlantis Asset Management. He has been recently featured in *Forbes*, *CNBC*, *The Wealth Manager* and *The Pittsburgh Daily Gazette*.

yourself lighting a fuse to a powder keg instead of a cigar ;)

Brand Tip

When you build your brand, leave ample room for the good, the bad and the ugly. The precise reason why Bill Clinton has a more lovable brand than Eliot Spitzer is because Bill's not perfect. Eliot Spitzer feigned perfection and covered up his weakness and prosecuted those who actually shared his same weakness. It's okay to have a weakness or a flaw. In fact, everyone has a major flaw. No one is perfect. Identify your weakness and make it work for you. Position your greatest weakness as a great strength. (more on this in our next issue.)

Brand Trust

What makes you different? While weird and edgy may work for celebrities, it is seldom a desirable trait for the business world... unless you're an artist. For a "weird or edgy" difference to be valuable to your brand, it must still demonstrate value to your customer. Your brand attributes must demonstrate that no matter what, you will always deliver what you have promised to your customer.

Brand Fitness

Best Regards,

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Featured Expert

Michael Cohn | Expert in Risk Management and Wealth Preservation

Currently Portfolio Manager and Chief Investment Strategist at Atlantis Asset Management, Michael Cohn has been a financial services professional for over 21 years. Mr. Cohn specializes in equities, derivatives, commodities and fixed income strategies using innovative risk management techniques to preserve wealth and create high income and growth-oriented portfolios with lowered market risk. In addition, Mr. Cohn is a risk management consultant to other asset managers and financial advisors on using derivatives to manage risk and create income. He has extensive experience using alternative investing strategies to balance overall portfolio risk.



Mr. Cohn's career began in 1985 at Bear Stearns & Co. in New York City where he gained experience in Treasury bond trading, mortgage-backed securities trading and underwriting, risk arbitrage, and OTC trading. From 1995 to 2003, Mr. Cohn was the President and Managing Partner of Raymar Capital Inc. a stock and option specialist firm on the American Stock Exchange. He has been a member of both the New York and American Stock Exchanges.

Mr. Cohn is the author of a variety of published articles including "Using Options as a Risk Management Tool, Protecting Assets, and Increasing Investment Income" (Published in the Fall 2005 issue of the Journal of Wealth Management) and "Strategies for Generating Income and Managing Risk" (Published in the April 2007 issue of the WealthStrategiesJournal.com website).

For more information, please scan <http://www.aam-llc.com>

Featured Media Outlet

instructor, was given permission to apply because she had previously won a Japanese title. Ms. Izaki, who has daughters age 21 and 14, laced up her first pair of boxing gloves in 2001. Citing the reason for her success, Kazumi Izaki told reporters, "I wanted to show my children that if you give up, you're washed up."

Expert Quote

"Risk management is an art. It is very simple to take no risk, and it is equally simple to take a huge amount of risk. The art is in the balancing act between the two extremes."

-Michael Cohn, Expert Risk Management and Wealth Preservation

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**THE WALL
STREET
JOURNAL.**

Spotlight on: The Wall Street Journal by Manny Frishberg

Long before USA Today began by billing itself as America's Newspaper, the Wall Street Journal was truly a national newspaper. Founded in 1882 by Charles Dow, Edward Jones and Charles Bergstresser as the Customers' Afternoon Letter, it has been the go-to publication for business and financial news in the U.S. and global events that can affect it. They changed its name seven years later.

Clarence Barron bought Dow Jones & Co. in 1902, building the reputation it still maintains for thorough and independent business reporting and its circulation from about 7,000 to over 50,000 copies by the time of the 1929 stock market crash. Its iconic "What's News" columns of business and world news briefs take up the two right-hand columns of the front page. Over the years the paper has added a lifestyles section to broaden its appeal with book and film reviews, and features on health, home and family, personal finance and career advice, as well as large full-color graphics.

Today the Journal sells 2-million daily copies and WSJ Online has more than 980,000 paid subscribers, making it one of the few online publications to succeed with a paid subscription model. Along with the U.S. edition, the newspaper has international editions in Europe and Asia. In 2007 Barron's descendants, the Bancroft family, sold Dow Jones to Australian media tycoon Rupert Murdoch's News Corporation., which also owns the tabloid New York Post the Times of London and the Fox family of cable TV networks, among its media holdings.

According to its 2005 report, around 60 percent of the Journal's readership is upper management. The average Journal reader is 55 years old with an annual income of over \$190,000 and net worth of \$2.1 million.

While its editorial page is famously a bastion of conservative politics, the Wall Street Journal has built its reputation on objective news reporting and has garnered 33 Pulitzer prizes since winning their first one in 1947. When he took the paper over last year, Murdoch promised the Bancrofts that the Journal's news and opinion sections would preserve their editorial independence from their new corporate parent.

"Mr. Murdoch told the Bancrofts that 'any interference -- or even hint of interference -- would break the trust that exists between the paper and its readers, something I am unwilling to countenance,'" publisher L. Gordon Crovitz wrote in a signed editorial. Critics noted that Murdoch had made similar promises when he purchased the Times, which he subsequently broke.

(to be continued)

For questions or comments, please reply to patricia@xanthuscom.com

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