



# Bolster Your Personal and Business Reputation with Free EIN Presswire Webinar on September 22nd

*Dean Rotbart's Five Pillars of Reputation demonstrates how to rocket your reputation relying primarily on creativity and alliances, not big budgets.*

WASHINGTON, D.C., UNITED STATES, September 19, 2016 /EINPresswire.com/ -- Individuals and companies looking for fresh, effective ways to expand their visibility and bolster their reputations are invited to register for a free live webinar, presented by EIN Presswire.

Titled, The [Five Pillars of Reputation](#), the 50-minute webinar – to be held on Thursday, September 22nd at 4 pm EDT – will demonstrate how any business, professional, or individual can cultivate the type of golden reputation that is bankable.

The webinar will feature Dean Rotbart, an award-winning business journalist, who was recently appointed EIN Presswire's '[Scholar in Residence](#).'

The Five Pillars of Reputation webinar is an abbreviated version of Rotbart's popular two-day, \$2,500 per-person course. The webinar showcases proven, actionable steps that any business can take to turbocharge its reputation or the visibility of its products, services, and executives.



EIN Presswire 'Scholar in Residence'  
Dean Rotbart

Whether you are an author, head a Fortune 500 communications department, or run your own small business, agency, or professional practice, this webinar will provide you fresh reputation tools, insights, and inspiration. There will also be a Q&A session where Rotbart will respond to your specific queries.

The Five Pillars of Reputation webinar is part of EIN Presswire's ongoing commitment to be about effectiveness, not solely distribution.

"EIN Presswire already offers the best value in press release distribution services, allowing our clients to reach five million people with one click," says David Rothstein, Director of Corporate Development for EIN Presswire. "With Dean's help, as our first 'Scholar in Residence,' our clients can now generate even greater impact with each of their releases, as well as improve the integration of EIN Presswire releases into their broader communications strategies."

The Five Pillars webinar is focused on crafting a complete reputation campaign, of which news releases are only one component. The webinar reviews how other businesses and professionals have rocketed their visibility – relying primarily on creativity and alliances, not big budgets.

As an added incentive to begin crafting a new, powerful reputation, EIN Presswire is offering those who register for Rotbart's webinar the opportunity to distribute [a free, no-obligation news release](#).

(Available only to new EIN Presswire clients. Press releases require valid and verifiable contact information. Release

confirmation and editorial review are required prior to distribution.)

Combined, Rotbart's powerful "Five Pillars" 50-minute webinar and the free EIN Presswire introductory release, will jumpstart every participant's new and improved reputation.

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*EIN Presswire*

Because Rotbart takes individual questions from webinar participants, space is limited to the first 24 people to register. So don't delay.

Free registration for September 22nd at 4 pm EDT is available now at <http://tinyurl.com/EIN5Pillars01>.

For questions about the "Five Pillars" webinar, email Rotbart at [dean@einpresswire.com](mailto:dean@einpresswire.com) and be sure to include your name, affiliation, title, and daytime phone number.

Rotbart is a former Pulitzer Prize-nominated reporter and columnist with The Wall Street Journal. He has been teaching reputation crafting to Fortune 500 companies and successful small businesses for more than 15 years.

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This press release can be viewed online at: <http://www.einpresswire.com>

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