

Left and Tim Buckley's "Tulsa at The Factory" in Emory

Rise, shine and become confident

THE ROYAL OAK HOTEL

Where: 31 College St, Balmalm
When: Monday to Friday noon-
5pm, Saturday and Sunday all
day from noon.

What: Lunch with tiger
prawn, chilli, red peppers,
lemon and rocket \$19.95. Steak
with all the trimmings \$29, wild
sorghum and hotchickies \$26
Details: 9810 2311

EAT YOUR WORDS

Marie Sansom

SCURRY about, flitting, count-
downs crisis? For Sue Currie ex-
plains that all of those things could
be holding you back from clinch-
ing the job you dream of.

She has co-written a book, *Ap-
ply for the job you want*, which
deals with this very thing. With
Miss Asia and public relations
managers, Currie knows what it's
like about personal presence and
how to come up with the goods.
She runs a consultancy called
Shine that teaches people all about
personal branding.

During one-to-one consultations
she asks people to outline their
goals and what they want to achieve.
"There's quite a bit of analysis,"
Currie said.

"I ask them to think about their
personal brand. What do they want
to be known for?"

Her aim is to get somebody to
find their USP or "unique selling
point", as she calls it.

She helped a young journalist
who felt she wasn't being taken
seriously by her colleagues and
clients, giving her networking
ideas and changing her image.
Corporate clients want their staff
to fit their brand, she said.

"People are scared of the media,"
Currie said.
"I know they think the media are out to
get them, but they're not. They're
just like she knows her own style
and they also like to get a good story."

The Royal Oak Hotel at Balmalm.
Currie comes to the Royal Oak
for the steaks and the salad bar.
"The food's good and I come here
often," she said.
"I always enjoy a good steak
here."
She's also not averse to a charm-
ing drink. "I like the Royal Oak
Hotel's cocktail bar."



Sue Currie enjoying lunch at The Royal Oak Hotel, Balmalm.