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Julian Debt Resolution Brings on Brand Guru Libby Gill

Tom Julian, founder and CEO of Julian Debt Resolution (JDR) announced today that he has hired executive coach and brand strategist Libby Gill to guide the branding efforts for his fifteen-month-old company. Former TV publicity and corporate communications chief at Hollywood studios Sony Pictures Entertainment, Universal and Turner Broadcasting, Gill specializes in creating strategic brand messaging and marketplace positioning for entrepreneurs and corporations.

Los Angeles, CA, March 03, 2010 --(PR.com)-- With double-digit job layoffs and an estimated 1.5 million foreclosures and bankruptcies in the US last year, a reported 80% of Americans are experiencing stress due to the economy. While credit card usage and interest rates are at an all-time high, the National Association of Realtors reports that home sales are down 7.2% from last year. Experts anticipate a long road to economic recovery ahead, so it's critical to have a team of financial professionals to call upon for guidance. Specializing in loan modifications, debt settlement and credit repair, JDR alleviates stress and suffering, while providing practical solutions for managing home payments and unsecured debt.

According to Tom Julian, "There are so many people struggling with debt. but they're often reluctant to seek professional help because of

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the fear and stigma. I hired Libby to help us get the word out that we are here to resolve credit problems with no shame, no blame and no games. I didn't get into this industry to do business like my competitors. My goal is to help people to get out - and stay out - of debt forever."

Settlement

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JDR's team of professionals helps people avoid bankruptcy by determining their eligibility for debt settlement and establishing a customized program that fits their specific financial situation. A hallmark of their service is that, unlike most credit resolution companies, JDR takes no payment upfront for their debt settlement services. States Julian, "If we don't do our job, we shouldn't get paid. End of story. Besides, why would we hit people with more debt when they can least afford it?"

Julian teaches clients to become economically secure and in control of their future financial health. JDR's clients include individuals, couples, business owners, retirees and church groups. Additionally, Julian Debt Resolution works with other professionals to set up programs that give clients the tools to tackle what he calls their "temporary financial setback."

"Tom is truly one of the good guys dedicated to helping people become debt-free and money smart. When he told me his goal was to have 'zero return clients,' I immediately agreed to come on board to spread the word that Julian Debt Resolution offers trustworthy and responsible guidance for people in financial need," added Gill.

Tom Julian's Keys to Credit Resolution include:

1. Mine your financial past to determine how to change your financial future. The first step to economic independence is knowing, not guessing, how you spend your money.
2. Begin creating better habits by starting to set immediate short-term financial goals. Meanwhile, develop your long-term plan for financial control and security.
3. Even though it seems counter-intuitive when you're in debt, this is exactly the time you need to start saving. Start small, but start your savings plan now.

About Tom Julian

Tom Julian is CEO of Julian Debt Resolution, a company comprised of individuals who have personally experienced financial hardship and know how to cut through red tape to help their clients break free from unsecured and credit card debt. JDR specializes in loan modifications, debt settlement and credit repair.

Prior to forming JDR, Julian was the CEO of Julian Packaging, a high-end retail packaging company. At the helm of the business for more than twenty years, Julian's packaging clients included Apple, IBM, Sun Microsystems and Callaway Golf. He was also a television producer, having collaborated with celebrities including George Burns, Mary Hart and many more.

Headquartered in Bend, Oregon, JDR also has offices in Laguna Niguel, California and Colorado Springs, Colorado. For more information on Julian Debt Resolution, visit www.JulianDebtResolution.com.

About Libby Gill

An entertainment industry veteran, Libby Gill spent fifteen years heading public relations and corporate communications at Universal Studios, Sony Pictures Entertainment and Turner Broadcasting. She was also the branding/PR brain behind the launch of the Dr. Phil Show.

Gill's bestselling book *You Unstuck: Mastering the New Rules of Risk-taking in Work and Life*, recently took a top ten spot on Amazon.com in three different categories - Job Hunting and Careers, Success, and Health and Personal Development.

Now an internationally respected executive coach, speaker and bestselling author, she has shared her success strategies on the Today Show, The Big Idea with Donny Deutsch, CNN, NPR, Oprah & Friends Radio Network, and in Time Magazine, the New York Times, the Wall Street Journal, and many more. You can find more information at www.LibbyGill.com, www.MyAccountabilityClub.com and www.SpeakerLibbyGill.com.

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