

Getting Started With Easy Self-Promotion

Contributed by Angela Booth
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{bot_wrgoogle}When you're starting out with a new small business, you may feel uneasy about self-promotion. After all, bragging is wrong, right?

If this is you, that's fine. You can become a superb self-promoter without changing who you are. You find it difficult because you've been told stuff like: "Good work speaks for itself", and "Do a good job and recognition will come", and "Don't blow your own horn". Those aphorisms may have worked 150 years ago. They don't work today.

There's a reason Pizza Hut and Macdonald's advertise, advertise, advertise. They have to do it to survive. If they have to do it, when they're so highly visible, it makes sense that you need to promote yourself as well. Everyone's busy today. We've all got short attention spans.

YOU must tell people who you are, and what you do. If you don't do it, it won't get done, and that would be a tragedy, because you'll miss out on dozens of opportunities which would have flowed into your life as a natural outcome of your promotional efforts.

{bot_wrgoogle}Creative self-promotion is an art, and it all starts with your attitude.

=> Enthusiasm: decide to have FUN with self-promotion

Your attitude must be based on enthusiasm. Nothing sells like enthusiasm. Are you enthusiastic? If not, tell yourself that you are. Keep telling yourself this at least 15 times a day for the next month --- yes, this is an affirmation, and affirmations work. Put a little note on the corner of your computer monitor, or on the dashboard of your car: "ENTHUSIASM--- I am enthusiastic!"

Your second affirmation for the next month is: "Self-promotion is fun!"

You may feel silly at first, repeating your affirmations, but if you find marketing difficult (promotion is an integral part of marketing) it's because you're letting your attitude get in your way. And because your attitude is in your mind, you can and must change your mind.

So for the next month, put the proper foundation under your future marketing

endeavors by working on your attitude. At the end of the month, you'll see a real shift, I promise.

Author of many books, including Making the Internet Work for Your Business, copywriter and journalist Angela Booth also writes copy for businesses large and small, and consults on search engine marketing. Angela has written copy for companies in many industries, ranging from technology and real estate to the jewellery trade. Her clients include major corporations like hp (Hewlett Packard), WestPac Bank, and Acer Computer. For copywriting services and marketing advice contact Angela at angelabooth.com