

McCombs Career Webinar



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Mastering the Art of Self-Promotion



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Presentation Overview

- **Understanding the Definition of Self-promotion**
- **Understanding how Self-promotion is Beneficial to your Personal and Professional Lives**
- **Understanding the Goals of Self-promotion**
- **Developing a Healthy Sense of Self-confidence**
- **Creating Your Unique Personal Brand**
- **Promoting Yourself**
- **Using the Tools of Self-promotion**
- **The “Continuous Improvement Process”**
- **Reaping the Rewards**
- **The Details**
- **Additional Resources**
- **Sources of Information**

Mastering the Art of Self-Promotion

“Effective self-promotion lies somewhere between being a wallflower and a flaming narcissist.

Find the sweet spot.”

*By Shelley Prevost
Co-Founder of the Lamp Post Group*

What is the Definition of “Self-Promotion”?

- To publicize, advertise, promote, or sell one’s own features and benefits in order to achieve personal and professional goals.
- To attempt to further, advance, foster, boost, support, or to advocate for the fulfillment of one’s own needs and personal & professional goals.
- To talk up, hype, tout, plug, or sing praises for one’s own features and benefits for the purpose of achieving personal and professional goals.



What is “Self-Promoting”?

- **An individual using any of these marketing techniques to promote their own personal & professional features and benefits to their targeted market of consumers.**
 - Advertising
 - Personal Selling
 - Relationship Building
 - Public Relations
 - Publicity
 - Word-of-Mouth
 - Promotions



How is Self-Promotion Beneficial to You?

- Consumers are informed about your personal features and benefits.
- You can personally explain the value, results, and utility that you offer.
- You are personally in control of the message that consumers receive about you (mostly).
- You can adjust and tailor your message; as needed.
- You will develop credibility and trusting relationships with your targeted consumers.
- Enthusiasm for your personal brand is established.
- Consumers will remember you and your message and will be motivated to make a purchase from you.

What are the Goals of “Self-Promotion”?

- 1. To inform and remind your target market group of consumers about your personal and professional features and benefits.**
- 2. To persuade targeted consumers that your features will be a benefit to them.**
- 3. To motivate targeted consumers to purchase your products or services.**
- 4. To promote yourself effectively in a manner that does not make you seem arrogant or conceited.**

Mastering the Art of Self-Promotion

■ STEPS IN THE PROCESS

1. Develop a healthy sense of self-confidence.
2. Create your own unique personal brand to promote.
3. Promote yourself (without sounding arrogant).
4. Use the tools available to you.
5. Continuously improve your process.
6. Reap the rewards.

Developing Self-Confidence

STEP 1:

Develop a healthy level of self-confidence

- You must believe in yourself.
 - Confidence is contagious.
 - Confidence is a “self-fulfilling prophecy” .
- Realize the *value* that you bring to the world
 - Believe in yourself—or no one else will believe in you.
 - You must adopt a positive attitude for self-promotion.
 - “Fake it until you make it.”

How do You Develop Your Self-Confidence?

- **Conduct a Self-Analysis:**
 - What are your three most relevant strengths?
 - What are your three most relevant differentiating features?
 - How you would benefit any organization to which you belonged?
 - What traits or talents do you possess that make you different or exceptional?

Developing Self-Confidence

- **Define yourself in terms of your:**
 - Education & Training
 - Knowledge
 - Abilities & Talents
 - Transferable Skills
 - Functional Skills
 - Experiences
 - Personality Traits
 - Extracurricular Activities
 - Professional & Social Affiliations
 - Personal Style
 - Personal Values & Passions

What is a Personal Brand?

STEP 2:

Creating a Personal Brand

■ A Brand =

- The name, term, or symbol that identifies one firm's products and services and sets them apart from the competition's products and services

■ Brand You =

- The unique identity, image, and coherent marketing message that sets you apart from your competition
- The story that people tell about you

What are the benefits of “Brand You”?

- You understand your strengths and can easily differentiate yourself from others.
- You understand the utility that your features & benefits bring to both your personal and professional lives.
- You have a strong, unique identity that you can communicate to advance both your personal and professional goals.

Promoting Yourself.

STEP 3: Learn the Art of Self- Promotion

- **Just Do It!**
- **Always Be Prepared to Network**
- **Prepare & Practice your Intro Speech**
- **Tell Good Stories**
- **Prove Yourself**
- **Use the Tools**
- **Learn from your mistakes**

Promoting Yourself.

- Learn to promote your own successes without bragging or sounding arrogant or conceited.
 - **Make it relevant**
 - **Keep it “fresh”**
- Be genuinely you
- Promote goodwill & value
- Be 100% honest
- Use these words :
 - “we”
 - “our” team, group, department, etc.
- Give due credit to everyone who was involved & compliment others
- Use humor and laugh at yourself
- Stay humble / check your ego

Using the Tools of Self-Promotion

STEP 4: Use the Tools Available

- **Traditional Media Tools:**
 - Networking Groups
 - Business Cards
 - Personal Portfolio / “Brag Book”
 - Updated Professional Resume & Cover Letter
 - Professional Headshot Photo
 - Email Correspondence
 - Phone Calls / Voice Mail
 - Personal Notes, Cards, & Letters
 - “Intro Speech” = Personal Value Proposition
 - Story-telling Techniques



Using the Tools of Self-Promotion

- **Electronic Media Tools:**
 - **Personal Website**
 - Professional Headshot
 - Biography
 - Resume & Intro Letter
 - Recommendations / Client Testimonials
 - References
 - Examples of Work
 - Awards / Accolades
 - **ePortfolio**
 - **Social Networking Web Sites**
 - **Infomercial / “How To” Video**
 - **Resume posting websites**
 - **Daily or Weekly Blog or Tweets**
 - **Quarterly eNewsletter**
 - **“Online Tip of the Day”**

Continuous Process Improvement

STEP 5: Constantly Improve and Refine Your Process

- Regularly review and assess the success of your efforts.
- Make continuous improvements to your tools and your process.
- Practice makes perfect.
- Experiment and vary your process to determine what is most successful for you.
- Learn from your mistakes.
- Make adjustments as needed.
- Keep it up. Do not get discouraged or become negative.
- Repeat again and again.

What are the Rewards of Self-Promotion?

- **Your Target Market of Consumers Will...**
 - Be well informed of your unique features and benefits
 - Remember your unique features and benefits in a positive manner
 - Be persuaded that your unique features & benefits will assist them / solve their problems
 - Be motivated to seek you out and purchase your products and services

What are the Rewards of Self-Promotion?

STEP 6:

Reap the Rewards

- **You Will Achieve Your Personal & Professional Goals.**
- Gainful Employment
- Career Advancement & Growth
- Excellent compensation
- Recognition, Awards, & Accolades
- Self-satisfaction & Gratification



The Secrets to Successful Self-Promotion

- Put yourself out there--in person and electronically.
- Seize every opportunity to take the initiative in any situation.
- Always be ready to network anywhere / anytime.
- Volunteer for additional responsibilities, tasks, and leadership functions and participate in extra curricular activities.
- Make yourself indispensable, become a subject matter expert in one area but also cross-train to be flexible & adaptable.
- Create appropriate social networking accounts and post regularly. Add value.
- Promote goodwill, value, utility and results.
- Don't forget to LISTEN to others self-promote.
- Lose your ego and sense of entitlement. Stay humble regardless of your success.
- Be genuine. Be passionate.
- Stay positive. Ignore negativity.
- Believe in yourself, product, or service.
- Keep improving your process.
- Never give up. Keep going.

Mastering the Art of Self-Promotion

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

Quote by Maya Angelou

Mastering the Art of Self-Promotion

- **Thank you for participating!**
- The recording of today's presentation, along with the PowerPoint slides, will be available on the UT Career Programming web page by next week:
<http://www.mcombs.utexas.edu/Alumni/Career.aspx>
- The presentation and slides will be posted on the Career Creators company website along with additional FREE career resources and advice.
<http://careerdesignspecialists.wordpress.com/>
- Sources are provided at the end of this PPT presentation.

The Details

- Networking—With Whom & How
- Local Networking Resources
- Your Personal Branding Worksheet
- Developing Your Elevator Speech / Value Proposition
- How to Tell a Good Story
- Portfolio Creation & Assembly Tips
- Resume Posting Websites
- Additional Resources

Personal Branding Worksheet

1. What are your vision and purpose?
2. What are your values?
3. What are your passions?
4. What are your top goals for the next year, 2 years, and 5 years?
5. What are your top brand attributes?
6. What are your core strengths or motivated skills?
7. Get feedback from those who know you best – at work, at home, anywhere.
8. Do a SWOT analysis (Strengths / Weakness / Opportunities / Threats)
9. Who is your target audience?
10. Who is your competition in the marketplace and what differentiates you from them?



Self-Promotion using Networking

- **In-person Networking**
 - Family, Friends, & Colleagues
 - Current and Former Employers & Coworkers
 - Industry-specific Events, Clubs & Association Memberships
 - Area Chambers of Commerce & Service Club Memberships
 - Community Service Agents
 - Faculty Instructors & Career Services Department Staff
 - Classmates and Alumni of your College/ School
 - Internship Contacts
 - Religious Organization Co-Members
 - Volunteer / Charity Contacts
 - ***ANYONE YOU MEET***
- **Online Social Networking**
 - www.Linkedin.com
 - www.Facebook.com
 - <https://twitter.com>
 - Etc.



Recommended Local Networking Groups:



■ ATC – www.austintechcouncil.org

■ AYC – www.austinyc.org

■ Door64 – www.door64.com

■ NIA – www.networkinaustin.com

■ Tech Happy Hour – www.austintechhh.com

■ Tech Ranch – www.techranchaustin.com

■ GottaMentor – www.GottaMentor.com

■ BASHH – www.thebashh.com

■ BridgeATX – www.bridgeatx.com

■ Rotary Cosmopolitan Club – Austin – <http://www.austincrc.org/>

■ Rotary Club International – Austin – <http://rotary-austin.org/>



Self-Promotion using the “Intro Speech”

- **The “Value Proposition” Statement (A.K.A. “The Elevator Speech”)**
 - A summary statement that describes how you or your company’s unique set of knowledge, skills, abilities, & experiences would benefit a potential contact, employer, or client.
- Use to introduce yourself / your company and to build a solid foundation for networking with potential employers and clients.
- Develop, write, and rehearse, the introduction so that it sounds natural.
- The speech should be concise and last about 30 seconds to one minute.
- Stay relevant and keep it appropriate for the venue, situation, and audience.



The “Intro Speech”

- **The introduction should include a combination of the following four elements:**

1. *Explain who you are.*
2. *Explain what you do.*
3. *Explain why and how your offer is special.*
4. *Explain which specific type of referral for you are looking.*

- State the name of the company that your work for and your area of specialty or expertise.
- State the name of the school you attend and your major and minor courses of study.
- Describe the relevant differentiating features and strengths that you possess.
- Describe in terms of features how you would benefit an employer or client.
- Describe the benefits of the products / services that your company offers or sells.
- Ask for what you want or need.

Self-Promotion using a Story

- **Prepare several relevant real-life success stories to describe your accomplishments and the positive results that were achieved.**

Include :

- Real Life Examples
- Concrete Data
- Quantifiable Results
- Tangible Benefits
- Specific Details
- Humorous side notes

■ **Do not include:**

- Personal opinions
- Exaggerations
- False information



How to Tell a Good Story

- **Every example of a success should include the following:**
 - Facts and Actual Results
 - Relevant Details
 - Appropriate Credit Given to all Participants
 - Humorous Comments
 - A Moral or Lesson Learned
 - Use the “STARR” method
- **Every Good Story has:**
 - **An solid beginning**
 - Explain the issue / situation / task / conflict
 - Describe the characters in relevant detail
 - **An exciting middle**
 - Describe actions taken to resolve conflict / situation / issue
 - Include the ‘climax’ of the story
 - **An satisfying ending**
 - An explanation of the conclusion and resolution to the problem and the results achieved

Self-Promotion using the Portfolio

- **Consumers Want Proof – Not Just Talk.**
 - “A picture is worth a thousand words.”
 - Back up your verbal claims with tangible evidence.
 - Let your portfolio “speak” on your behalf.
- **Three Types of Portfolios:**
 - A formal portfolio (hard copy)
 - An informal or ‘disposable’ portfolio
 - An electronic portfolio / website
- **Choosing a Portfolio Format:**
 - Analyze the type of materials that you wish to display in the portfolio
 - Identify the best format to accurately portray your work and other materials
 - Research your industry to determine what is appropriate and cutting edge / “up-to-date”



Self-Promotion using the Portfolio

- **A Career Portfolio Contains the Following:**
 - Certifications & Degrees
 - Professional Memberships
 - Resume, Cover Letter, & References
 - Performance Appraisals
 - Awards and Recognitions
 - Thank-You Letters / Notes / Cards
 - Links / “QR” Codes to connect to your ePortfolio
 - Business Cards
 - Summary List of Knowledge, Skills, and Abilities
 - *Responsibilities – Action – Results Summary* for all relevant work experience
 - Summary List of Relevant Classes, Labs, and Assignments
 - Community Service / Volunteer Activities
 - Work Samples / Examples of Projects
 - A Statement of Originality
 - Your Personal and Professional Goals
 - A “Philosophy” of Your Approach to Work and Life



Self-Promotion using Online Postings

www.JobFox.com

jobfox

www.campus2careers.com

campus2careers



www.visualcv.com

jobster
meet your future

www.jobster.com

Sources of Information

- Understanding Business 7th Edition--
Instructor's Annotated Edition;
William G. Nickels, James M. McHugh, Susan
M. McHugh, McGraw-Hill, 2005. Chapters 13-16.
- *“5 Tips for Selfless Self-Promotion”*,
[http://www.personalbrandingblog.com/5-tips-
for-selfless-self-promotion/](http://www.personalbrandingblog.com/5-tips-for-selfless-self-promotion/) posted
April 29th, 2013 at 3:30 pm by Megan Totka,
Chief Editor for ChamberofCommerce.com
- *“10 Self–Promotion Tips That Aren’t Sleazy”*
<http://passivepanda.com/self-promotion-tips>
by James Clear

Additional Free Career Webinars

AMBER TRAVIS-BALLINAS, MBA
Career Coach and Image Consultant

The University of Texas McCombs School of Business, Austin, Texas
Alumni Resources Network

- | | |
|---|-------------------------------|
| <p>“Acing the Employment Interview”
 https://meeting.austin.utexas.edu/p83189528/</p> | <p>April 27, 2010</p> |
| <p>“Win-Win Negotiations”
 https://meeting.austin.utexas.edu/p67654174/</p> | <p>May 25, 2010</p> |
| <p>“Tips & Tactics for Career Success”
 https://meeting.austin.utexas.edu/p64675740/</p> | <p>June 29, 2010</p> |
| <p>“Navigating the Job Search Process”
 https://meeting.austin.utexas.edu/p31133638/</p> | <p>May 18, 2011</p> |
| <p>“Effective Networking Tips and Techniques”
 https://meeting.austin.utexas.edu/p7kxx7jcx5z/?launcher=false&fcsContent=true&pbMode=normal</p> | <p>August 16, 2012</p> |
| <p>“Personal Career Management and Development Strategies”
 https://meeting.austin.utexas.edu/p7b0m7wiitb/</p> | <p>April 18, 2013</p> |