digital marketing ltd

## Blow don't toot

Don't you just want to kick yourself sometimes when you're presented with a golden opportunity to create a good impression with a new, quality prospect and somehow it just comes out all wrong.

**Our American cousins** are far better at blowing their own trumpets than us Brits – we tend to give ours a small toot and hope it's enough to work. Perhaps it's time to do it differently.

In her book, **"Brag - the art of tooting your horn" Peggy Klaus** makes the point that it's not about being strident or brash or boastful, but being confident and above all interesting.

**We've all met self promoters** but the good ones never come across as big heads or talk bull. They manage to hit the nail on the head and leave us slightly in awe, creating a genuine rapport without seeming to hog the limelight. They're good because they're very **good at being themselves** and it's a trick you can learn - be yourself without making self promotion an ordeal for you - or your listeners!

**If you're not a natural**, answer Peggy's 12 steps of self evaluation and improve how you come across:

1. What are your most interesting personality plus points?

2. What are the 10 most interesting things you've done or have happened to you?

3. What do you do for a living and how did you end up doing it?

4. What do you love about what you do?

5. What are you working on right now that show cases your skills?

6. What successes are you most proud of during your career?

7. What new skills have you learned about in the last 12 months?

8. What have you had to overcome both professionally and personally?

9. What gave you gained from these experiences?

10. What professional organisations are you associated with?

11. What do you do outside work?

12. How are you making a difference in peoples' lives?

**Once you have answers to the above**, you can weld them into stories to fit any occasion. Next time, don't start off with, "Hi my name's Geoff and I'm an accountant" (assuming you are he) but begin your story from any of the above points. People really are more interested in hearing stories and decidedly less interested in hearing "I'm an accountant". **It's all about being You!**

Perhaps you feel it's **not the British way**, but that's great news because the majority of your competitors will feel the same and that gives you a better opportunity to shine. Good self promoters generally aren't any better at their jobs but they do make it seem they lead more exciting lives.

There's a tale about a manager who worked all his life for the company. The epitaph on his tombstone simply read "made budget". Perhaps he should have read Peggy's book.

**Marketing yourself is as important as marketing your business**. To find out how to do both, why not give me call on **0800 86 202 86** or email me at: **gerryw@flyingveemgt.co.uk**