

# 34 Tips to Marketing Yourself

by Dez Stephens

- 1 - Have a **15-second** or "elevator" **speech** memorized in case someone asks, "What do you do for a living?" Be ready to give a positive nutshell version of what you do FOR OTHERS.
- 2 - Join an **association** or organization that is affiliated with or complementary to your industry (both locally and nationally) only if the membership cost equals the value received.
- 3 - Attend local **networking** events to introduce yourself and your services to other professionals (women's groups, business groups, nonprofits, etc).
- 4 - Create a brand or **tagline** concept for what you do. For example, instead of "Joan Smith, PhD" – try something like, "Joan Smith, PhD to the Stars" or "Dr. Joan Smith, Radiant Health Educator."
- 5 - Become **Internet savvy** to conduct research on your competitors. Join some online forums in your industry. (resources = [Google.com](http://Google.com) and [YahooGroups.com](http://YahooGroups.com)).
- 6 - Add an **e-signature** to your emails that clearly states your title, tagline, essence and website address. Rotate a quote at the bottom of your e-signature and.or add a fun animated icon to enliven your emails.
- 7 - Post a **news story** opener on [Digg.com](http://Digg.com) or [Gather.com](http://Gather.com) to create online exposure about you.
- 8 - Carry around a lot of your **business cards** to distribute in impromptu situations like dropping off a pile to your dry cleaner or doctor on a visit. When someone asks for your business card, offer them more than one so they can pass one on to someone else too.
- 9 – Create a **video** sample and.or **audio** clip of your content and post it on your website or on [YouTube.com](http://YouTube.com) (resource = [TheCustomerCollege.com](http://TheCustomerCollege.com)).
- 10 - Write a **blog** like [Consumerist.com](http://Consumerist.com) or create an **e-zine** to further promote your services as an online expert (resource = [WordPress.org](http://WordPress.org)).
- 11 - Write a **survey** and send it digitally to your client base and.or prospective clients (resource = [SurveyMonkey.com](http://SurveyMonkey.com) or [Feedback.com](http://Feedback.com)).
- 12 - Learn relevant **software** in order to make powerful presentations (PowerPoint and.or Word), do budgets and tracking (Excel), maintain a database of clients (Access), etc.

13 - Create digital versions (portable digital files or "**pdfs**") of all your marketing materials in order to pass them along via email. This hi-tech world mandates quick delivery of information and eliminates the need for high-cost printing.

14 - "**Shadow**" someone who is doing what you'd like to be doing professionally and who is a bit ahead of you in terms of being promotionally keen or has more notoriety. With their permission, they will become an incredible mentor to you.

15 - Write a "**Letter to the Editor**" of the publications you read or want to be read about in. Include information about your expertise and uniqueness.

16 - Write a "**white paper**" (self-authored text about something you're expert in) and retail it digitally as one of your products.

17 - Always put your website address on your biz cards, products and printed materials so that people refer to your online presence. This is your "**Internet home**" so send folks there!

18 - Do a **radio interview** and get a copy of the audio recording to have as a sample of your media experience. This is as simple as contacting radio stations (both tower and online) to offer your time and expertise.

19 - Offer **free-to-the-public workshops** at public libraries and other public sites to garner exposure to the general public. These events often get good press that translates to free promotion for you. Start a press kit with copies of your publication mentions.

20 - Capture emails at every turn and send **e-newsletters** to your list (not too long or too frequently) to update people on your activities (resources = [MyEmma.com](http://MyEmma.com), [ProFollow.com](http://ProFollow.com), etc). Pick themed/seasonal topics with tips and gift ideas.

21 - Write down the names of the "**Top 22**" people in your life who want to see you succeed and contact each of them once per month to let them know the progress of your goals. This creates a lot of momentum, accountability and connections with those who are eager to support your dreams.

22 - Do some **pro bono work** like speaking or volunteering (in the context of what you do). For example, teach yoga where it's inaccessible to people if you're a yoga teacher. This will help spread the word about your humanitarian spirit.

23 - **Cross-market** with other professionals and businesses. Offer discounts to clients who send you business and return the favor by sending them clients.

24 - Sell your self-authored products on [Amazon.com](https://www.amazon.com) through **Amazon Advantage** program (a bar code is necessary). This will increase your retail exposure to the mainstream and international public marketplace.

25 - Hire a journalist to produce a **news story** on you (and your area of expertise) - then put the video clip on your website (resource = [WebbNews.tv](https://www.webbnews.tv)).

26 - Write a **business plan** to focus your professional goals and financial projections. Create a strategic plan to hone your project management skills (resource = [PlanWare.org](https://www.planware.org) for free templates).

27 – Increase your online exposure by becoming a **hyperlink** on other websites (on their resources or “friends” page).

28 - **Print** super affordable materials such as biz cards, brochures, signs, folders, magnets, stickers, etc (resource = [VistaPrint.com](https://www.vistaprint.com)).

29 - Self-publish a **book** with support from a worldwide distributor/printer, all while retaining copyrights and earning larger royalties (resource = [iUniverse.com](https://www.iuniverse.com), [Lulu.com](https://www.lulu.com) or [Trafford.com](https://www.trafford.com)).

30 - Become a **more compelling public speaker** by learning to make presentations with presence and power in front of any group (resource = [SpeakingCircles.com](https://www.speakingcircles.com)).

31 - Search on [Google.com](https://www.google.com) for GuideStar, Foundation Center, and Oprah's Angel Network for information about grants for nonprofits to consider having **nonprofit adjunct** to your business.

32 - Cultivate **confidence** about your content each and every day. Someone who speaks confidently about what they do goes a long way in marketing. Decide what sets you apart from others and highlight what **differentiates** you e.g. “Fusion Massage” instead of just “Massage Therapy.”

33 - Write a **press release** about your events, clients and content. Email these one-page descriptions to your local media outlets. Call them first to introduce yourself and let them know what you’re doing in your community. Your uniqueness will catch their attention.

34 – Set yourself up on **social networking websites** to create an expanding breadth of online exposure (resources = [FaceBook.com](https://www.facebook.com), [MySpace.com](https://www.myspace.com), [LinkedIn.com](https://www.linkedin.com), [Twitter.com](https://www.twitter.com)).

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