

# How to... self-promote

Want to get a promotion, start a business or get your novel published?

**1 Stand out from the crowd.** Know the value of what you're offering and how it enriches people's lives. Clearly show how you are unique and a must-have resource.

**2 Strong first impressions.** When you show that you believe in yourself, others will, too. Confidently share your greatest strengths in a 30- to 60-second pitch.

**3 Laser-beam approach.** Direct your message towards those who most need it. Remain authentic, honest and passionate to build meaningful, long-term relationships that are mutually beneficial.

**4 Sing your praises.** Recognise your successes, then share them proudly. Make sure every sentence on your CV reflects a provable accomplishment.

**5 Learn from others.** Observe those who have a large online presence on social media sites, and notice what they do to achieve this. Remember to do what feels comfortable for you.

*By Karen Conway, personal and professional development coach ([kouroucoaching.com](http://kouroucoaching.com))*

