



# October Is Self-Promotion Month

This Special Event was Founded by Debbie Allen

This special event was created out of the discovery that most people do NOT feel comfortable actively promoting themselves ... nearly 87% of our world's population does not support this belief.

### Why is That? ...

Most people do not feel comfortable with the concept of self-promotion because they grew up with a very limited belief system. For the most part, we were taught as children that it is not polite to talk about ourselves. We were also taught that if we talked about ourselves it might appear rude, intrusive or pushy. This was a belief system we carried with us into adulthood.

This belief may have become even stronger once we were adults and saw others promoting *ineffectively* or appearing to have a big ego. Then to top that belief system off, we tried self-promotion and discovered *rejection*, so we started avoiding promoting ourselves at all.

The problem with not promoting yourself and doing it *effectively* is that you miss out on too many opportunities to create the success you desire. When you discover the art and science behind *effective* self-promotion, you begin to attract more success opportunities into your life.

### Now think about this ...

Not promoting yourself goes against the grain of all sales and marketing strategies. Doesn't it?

- If you don't promote yourself – who will?
- How will others know what you have to offer is the best choice?
- And, how can you ever achieve the success you truly deserve?

*"If you don't toot your own horn, you can't enjoy the music."* ~ Debbie Allen

### Let me ask you this ...

- Are you passionate about what you do and what you sell?
- Are you the expert in your field or good at what you do?
- Do you care about your customers and offer them good service?
- Do you help others receive satisfaction with your products and/or services?



Sure you do! Therefore, you must tell as many people as you can about how and why you can help them. If you don't, you are not only doing yourself a disservice ... you are doing your prospects or potential prospects a disservice, too.

Wouldn't you like to help more people and create more satisfied customers from your products and services? Well, the only way you can do that is to promote yourself and your services more often ... to more people.

Tell others what you do in a HELPFUL manner – not in a self-serving manner. Don't promote just to make the sale. If you truly care about helping your customers and want to help more prospective customers, you must learn how to be a successful self-promoter - NOT a pushy sales person.

The word "SHAMELESS" in Debbie Allen's dictionary means ... promoting yourself everywhere you can in the SERVICE of others. Now that doesn't sound self-serving at all – does it?

### **Okay, Is Your Belief About Self-Promotion Changing Yet?**

Debbie Allen, CSP founded the special event, "Self-Promotion Month" (October) after writing her book, *Confessions of Shameless Self-Promoters*. Since then, she has helped thousands of people around the world learn the art and science of *effective* self-promotion. Her motivational presentations open the minds and belief systems of her attendees as they discover an innovative way to promote themselves.

### **Here are 10 Effective Ways to Get Started Today ...**

1. **Develop a strong belief system:** Start becoming more open to changing your personal belief system and allowing yourself to stretch outside your comfort zone more often.
2. **Develop gutsy goals that make you stretch:** Create a "crazy" file for those gutsy marketing ideas that could make your business stand out among your competition. Dare to be different!
3. **Seek out and act upon more opportunities:** Sometimes the most important strategies appear to be so simple we tend to ignore them.
4. **Stay active in your community by networking and volunteering:** Work ON your business in the community – not just IN your business.
5. **Take your expertise to another level:** Service your customers more effectively with follow-up, follow-through and added conveniences.
6. **Build a strongly connected group of strategic alliances:** Look for opportunities to co-market and reconnect with similar businesses and/or your competition.
7. **Break the mold, then shamelessly promote your uniqueness:** Have revolutionary thinking! Share your marketing "commercial" and explain why people should do business with YOU.
8. **Get out in front of your target audience on a regular basis and don't ever stop reminding them about your business:** ASK and REWARD satisfied customers for referrals. Use powerful testimonials in all marketing materials.

9. **Embrace technology and market yourself online:** The opportunities to market your business worldwide are endless today. Don't miss this huge window of opportunity. Develop an effective website that sizzles and sells.
10. **Apply for and win awards:** Create an award-winning portfolio and seek out award-winning opportunities everywhere. This is also a great way to promote yourself and your business to the media for free.

**Do you want to learn more about the science and art of effective self-promotion, and how to market your business without spending a dime?**

Sign up for Debbie Allen's "Millionaire Entrepreneur Club" and receive \$200 in FREE bonuses at [www.WealthAttractionMarketingSystem.com](http://www.WealthAttractionMarketingSystem.com).

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