

Hello,

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Thank you shamelessly, Debbie Allen

Author of *Confessions Of Shameless Self Promoters & Confessions of Shameless Internet Promoters*



October Is Self Promotion Month (all rights reserved)

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 doesn't GET IT.

Why is that? ...

Most people do not feel comfortable with the concept because they feel that they will appear boastful or pushy. Most people were raised with the belief that it is not polite to talk about yourself, therefore holding themselves back from numerous missed opportunities. In fact, what they fear the most is not lost opportunities, but the fear of REJECTION!

Now let's think about this ...

Not promoting yourself goes against the grain of all marketing and sales concepts! Doesn't it? If you don't promote, how will others know what you have to offer? And how can you ever be truly successful?

Let me ask you this ...

Are you passionate about what you do? Are you the expert in your field? Do you help others to receive satisfaction with your products and/or services? Do you receive wonderful testimonials from your customers and shameless fans? Sure you do! Therefore, you must tell as many people as you can about how and why you can help them. Wouldn't you like to help more people and create more satisfied customers from your products and services? If you help them, they will help you in return by supporting your success.

Are you getting it yet? ...

If so, you must tell everyone about it, and from the rooftops shout it!

Getting it RIGHT ...

Tell people what you do in a HELPFUL manner - not 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. Everyone enjoys BUYING things, but no one enjoys being SOLD.

Debbie created *Self-Promotion Month* after writing her book on the subject. She has helped thousands of people learn the art of self-promotion. Her presentations open the eyes of her attendees as they view a new concept and prospective on self-promotion.

Where do I start?

10 Steps To Shamefully Successful Self-Promotion

1. **Develop a strong belief system:** Create better customer service, increased self-esteem and personal growth by promoting every aspect of your business.
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.
3. **Seek out and act upon 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. View networking tip sheet attached along with Toastmasters listing on resource list.

5. **Take your expertise to another level:** Have revolutionary thinking! Do more to service your customers with follow up, follow through and added conveniences.
6. **Build a strongly connected group of strategic alliances:** Look for opportunities to co-market and re-connect with similar business and/or your competition. View 7 steps to building a strategic alliance of raving fans attached.
7. **Break the mold then shamelessly promote your uniqueness:** 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 testimonials in all marketing materials.
9. **Embrace technology and market yourself on the Internet:** The opportunities to market your business worldwide are endless today. Don’t miss this huge window of opportunity. Build an effective service and sell website for your business.
10. **Apply for and win awards:** Create an award-winning portfolio and seek out opportunities everywhere. This is a great way to promote your business to the media.

Want to learn more about the science of self-promotion? How and why it will help you succeed?

Download a free chapter of Debbie Allen’s book, Confessions of Shameless Self-Promoters and sign up for her free online newsletter at www.salesandmarketingsuccess.com

Need help with marketing consultation or to find other resources?

Contact Debbie Allen directly for personalized marketing consultant at 800-359-4544 or by e-mail at info@DebbieAllen.com

Resource List For Success:

Toastmasters International

Website: <http://www.Toastmasters.org>

Teaching skills for public speaking and leadership

Chase’s Calendar of Events

Website: <http://www.Chases.com>

NTC Contemporary Publishing Group, Inc.

Tu-Vets Printing

Great pricing on 4-color brochures and flyers.

Phone: 800-894-8977 Website: <http://www.tu-vets.com>

Tip Booklets

Website: <http://www.TipBooklets.com>

Promote yourself as the expert with a booklet. Learn how from this site.

Daicolo Corporation

Great business cards with full-color graphics and/or photos at low prices

Phone: 800-772-9993

1-800-Postcards

Website: <http://www.1800postcards.com>

Modern Postcards

Website: <http://www.modernpostcards.com>

Both are great resources for low priced and full color postcards

Printing.com

Website: <http://www.Printing.com>

Create a postcard or web-card online to promote your website

Printing.com

Website: <http://www.Printing.com>

Create a postcard or web-card online to promote your website

Color For Real Estate

Website: <http://www.colorforrealestate.com>

Great catalog of postcards with innovative marketing ideas

Promotional Items

Bumper stickers, lapel pins, fortune cookies, candy and much more

Website: <http://www.VictoryStore.com>

PR Web

This site will post your press release for FREE.

Website: <http://www.PRWeb.com>

PR Leads

This site receives up to 100 leads per day from reporters who are writing articles and desperately need to interview experts like you. A full year subscript is less than \$500. Tell my friend Dan I sent you!

Phone: 952-380-1554 Website: <http://www.PRLeads.com>

Web-Source

This site features article announcements and provides FREE content to thousands of e-zines, newsletters, magazines and web sites.

Website: <http://www.Web-Source.net>

Recommended Reading:

- [Confessions of Shameless Self-Promoters](#): Debbie Allen (Success Showcase)
- [Confessions of Shameless Internet Promoters](#): Debbie Allen
- 101 Ways to Promote Yourself: Raleigh Pinskey (Avon Books)
- Guerrilla Marketing Excellence: Jay Conrad Levinson (Houghton Mifflin Company)
- Self-Promotion for the Creative Person: Lee Silber (Three Rivers Press)
- Self Promotion Online: Ilise Benun (North Light Books)
- Mastering Your Way to the Top: Joe Girard (Warner Books)
- How To Close Every Sale: Joe Girard (Warner Books)
- Speak and Grow Rich: Dottie & Lilly Walters (Prentice Hall)
- Striking It Rich.com: Jaclyn Easton (CommerceNet Press)
- The Secrets of Savvy Networking: Susan RoAne (Warner Books)
- Endless Referrals: Bob Burg (McGraw-Hill)

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