

# 12 Principles of Authentic Promotion

by Molly Gordon & Jacqueline Freeman

## 1. Know Yourself

To promote yourself effectively, you must know (and be able to articulate) who you are and why you do what you do.

## 2. Be Yourself

Once you've established a sense of who you are, be true to it. By practicing the art of telling the simple truth about your experience and your work, you build a powerful, personal communication style.

## 3. Do Your Homework

Your homework around Authentic Promotion means studying the opportunities you have to **show up**, deciding appropriate methods to promote your work, and knowing how to follow through.

## 4. Keep It Simple

Whether you're writing a press release or building a website, keep it simple. Don't lose your message in a welter of jargon or by over-explaining.

## 5. Double Check Your Marketing Materials

Nothing undermines a good impression faster than misspelled words, poor grammar or incorrect accounting. Use spell check, get friends to read and re-read your materials, keep in touch with your fellow students for help with this.

## 6. Mind Your Manners

Always cultivate good manners. Everyone appreciates a "please" and "thank you." Learn to let your frustrations flag opportunities for making fast business friends: if you are understanding and reasonable when others make mistakes, they will be doubly committed to helping you in the future.

## 7. Listen

Promotion is communication, and communication is a two-way street. Learn to listen and really hear what others are saying to you. Superb listening skills constantly help you refine your communication skills and keep them vital and pertinent.

## 8. Ask Questions

As you develop listening skills, you'll often want more information. Get in the habit of asking questions to clarify, investigate and expand new ideas and territory. The ability to ask questions is a key factor in transforming your

communications from passive and reactive to assertive and proactive.

### **9. Set Goals, Make Choices**

Set written long and short term goals for your practice. Use these goals as a guide to making choices as your business grows.

### **10. Ask for What You Want**

Once you know what you want, ask for it. Ask for help from friends, colleagues, clients, and family members. Ask magazines to write about you. Ask newspapers to publish your column or tip sheet. Ask an ideal client to try working with you for a month. Ask your current clients for feedback and for referrals.

### **11. Consciously Nurture Relationships**

Consciously create an interdependent practice. The *independent* practitioner is limited to his/her own financial, imaginative and physical resources. The *interdependent* practitioner has access to the funding, vision and resources of an expansive and ever-growing community.

### **12. Don't Take Yourself Too Seriously**

Of course it's important that you do your best to communicate your values and vision, but keep your efforts in perspective. A healthy sense of your own importance can help grow your practice, while a healthy sense of humor may help you rebound when you encounter the inevitable but temporary setbacks.