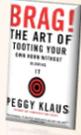


# BRAG! The Art of Tooting Your Own Horn Without Blowing It

by Peggy Klaus



## Overview

This book describes the art of tooting your own horn in an effective, pleasant manner. Prepare specific “bragologues” for use in professional and social situations by asking yourself specific questions and weaving them into a narrative. While society applauds all who are humble, those who succeed often have learned the subtle art of bragging effectively. Self-promotion is not just for performance reviews; it’s for your everyday life, if done right. Here are the methods.

*“Promoting ourselves is not something we are taught to do.”*

## Introduction. Lessons From My Father and Hollywood

Like most people, Peggy Klaus was raised not to brag, believing that tooting her own horn made her seem conceited or rude, and that she should remain quiet about her accomplishments. When Klaus moved to Hollywood, however, she realized she had no idea how to promote herself; she was rejected from countless jobs and could not figure out how to stop being overly-humble without seeming egotistical. Klaus learned the hard way that *“success meant selling [herself] in a way that was not only persuasive, but uniquely [her].”* She could not excel until she learned to promote herself. Otherwise, others would never know what she was capable of.

Although our society constantly condemns showing off, self-promotion is vital to professional and personal success. With practice and the right mindset, *anyone* can master the art of bragging. To properly balance pretention and self-deprecation, you must be able to build connections, speaking sincerely, improvise, and turn negative situations into positive outcomes. The first step on this journey towards becoming a professional braggart is to *“start thinking like an entrepreneur and start bragging about your most valuable product: you!”*

- **Bragologues:** Personal monologues ranging from 30 seconds to 3 minutes for conversation.
- **Brag Bites:** Impressive information expressed in brief, quotable snippets that make you memorable. Can be dropped into conversation or bragologues.
- **Brag Bag:** A collection of pertinent information: accomplishments, interests, and background.

## Chapter 1. Bragging Myths We Live & Die By

*“Someone who is effective at self-promotion brags in a way that isn’t obvious to others, and doesn’t come across as too self-serving.”*

### Myth 1: A job done well speaks for itself.

In today’s fast-paced, unpredictable world, people won’t stop to admire your work unless you make them notice it. Nothing will happen unless you speak up.

### Myth 2: Bragging is only for performance reviews.

You can brag anytime, anywhere. A conversation could become an opportunity, so take the initiative to brag.

### Myth 3: Humility will get you noticed.

While we are taught humility, we never learn how to balance humility with confidence and self-promotion. If you are too humble about your accomplishments, you will not receive the appreciation you deserve.

### Myth 4: I don’t have to brag; others will do it for me.

Only *you* have your best interests at heart. You are *the* expert on your skills and accomplishments. Even if others *do* brag about you, you are still the only one who can weave your experiences into your story to present the most authentic image of yourself.

### Myth 5: More is better.

Bragging has limits. Self-obsession is even worse than self-depreciation; keep your self-promotions short, sweet, and chock full of relevant information.

### Myth 6: Respectable women are quiet & submissive.

*“Many talented women today continue to abide by the myth that that it’s unbecoming and aggressive to promote*



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