



Marketing Moxie Podcast

Episode 18 – Promote Yourself: Three Easy Ways to Get Started

Show notes at: <http://www.maggiepatterson.com/episode18>

MAGGIE: Welcome to Marketing Moxie, Episode #18.

INTRO: Welcome to Marketing Moxie with Maggie Patterson where we get down and dirty on all things marketing for entrepreneurs. Maggie takes a practical, no holds barred approach to helping you take action on what matters to your business, all with her signature moxie and sass. Now it's time to roll up your sleeves and dive in.

MAGGIE: Hey, everyone. Today on the Marketing Moxie Show, we are going to wrap up the Brilliant Basics series with a solo episode with just me. And I'm going to give you a little sneak peek of the next series I have lined up and some fantastic guest experts.

Today we're going to talk about promotion. And for those of you who might be coming in partway or don't know my back-story, I actually started my career as a PR professional. I took PR in college, and part of that PR process is really learning how to write. Messaging, marketing, everything is part of it. And I quickly went to work in a corporate environment and in a PR agency, so promotion is a topic that's really near and dear to my heart.

There are so many ways, when it comes to promoting yourself, that you could be putting yourself out there. But depending where you are in your journey, the type of person you are: Are you an introvert? Are you an extravert? Does this come naturally to you? Does it feel icky?

There's a lot of factors that go into promoting yourself, so we're going to really talk about how to get started with promoting yourself, the confidence and the head game that goes into promoting yourself. And then I'm going to share a little bit about my experiences promoting myself because I haven't talked a lot about that, but I know it's really challenging

because I have to do it for myself. And even though I've been doing it for clients for a long time, it feels really odd, so let's dive into today's episode.

So when you're starting out on your entrepreneurial journey, it can be really, really challenging to figure out this thing that everyone says PR. You need PR. You need publicity. You need to promote yourself.

Don't worry about the terms. Promotion is just about putting yourself out there, so a lot of what you're doing through your social media, through speaking, through your website, that is promotion. The type of promotion I'm going to talk about today is really where the rubber meets the road, where you're out there saying, hey, I'm an expert, and you're raising your hand consistently.

There are a lot of different ways you can go about this, and I think it's really, really important that you acknowledge that this is not going to be necessarily easy for you. Promoting yourself, depending on your personality, can feel a little inauthentic. Let's just say it.

I personally know for me, it makes me a little bit queasy. I have literally been pitching for 15 years for my clients, but if I have to pitch myself as an expert, totally different thing. I don't know why, but it's because you get into questions of value and do I really know this, and who am I to say this.

If you are having those feelings, and I talked a lot about this back in the guest posting series, and I'll link up to that, but it's really important that you just acknowledge it and understand that you are able to deliver value as part of the process. It is okay to feel shameless. It's hard for you to say, "Listen! Look at me! Look at me! Look at me!" because you're thinking, "Oh, gosh, I don't want to be that person."

To get ahead, you have to promote. So how can you promote yourself? What are some ways to play this game and promote yourself and not feel like a total sleazebag? And I blogged on this a couple weeks ago, but I think it's a really important topic because this is really, for me, the nuts and bolts of my business. How do I start promoting myself, and how do I do it in a way that feels good for me?

So if you're brand-brand new to promoting yourself, you've got to start somewhere. You really have to crawl before you're going to run, let alone get out there and run that marathon. So promoting yourself is not a short-term thing. I've been thinking a lot since I came back from my vacation about this idea of looking for the quick fix. And I think a lot of times in marketing there's this idea, well, if I just do X, X will happen. The best marketing, the best promotion is when you take in its totality, when it's all working together.

So I really encourage people, when they start work with me, if they're going to work with me longer-term, to understand that it's not something we're just going to, you know, this is not a fad diet approach to marketing.

If you want a fad diet, go hire the person who says you can make \$1 million a year and it doesn't matter that you have any expertise, because we all know, quite frankly, it's a load of it. But that's not the type of marketing I want to be attached to as a professional.

Here's my three favorite ways to promote yourself. These are ones I use personally. These are ones I teach my clients. These are ones I know can work for anyone any stage of their journey.

The first one is your local media. I've talked in a lot of different blog posts and a lot of different things about local media, but I feel really passionate about the fact that, unless you live in Timbuktu, there is local or regional media you can be working with. That could be TV. That could be newspapers. It could be your local associations newsletter. It doesn't matter what it is.

There is something powerful about that local connection. It's a great way for you to build experience and for you to really start putting yourself out there. I'm always a fan of making your mistakes at a lower level instead of getting the big opportunity and totally blowing it because you're in over your head. Acting as an expert, you can comment on issues. You can provide timely news stories.

And it's just a way for you to start putting yourself out there because if you can, say, like here in Canada we have multiple national networks, kind of like in the U.S., you have NBC or, in the U.K. you have BBC. But working with a local affiliate is still a really great hit, and I will tell you this: if you can get coverage locally, in time, you will be able to get it nationally. And a lot of times a local story will get bumped up to national news if it's timely.

I was joking with my husband yesterday about a specific Canadian government's little scandal that's going on here on social media, and I said to him, "Why am I not commenting? I really need to start being an expert commentator on government issues around social media. I have a degree in political science. I've worked in the government. I think this is a great sideline for me to be doing to really start positioning myself, again, as an expert and into a bit of a different realm." Plus, I live near our capital city, so it makes sense.

So start to think about those things. What in your experience can you be pulling on? What's relevant to your business? Where are your people hanging out? Are they reading a local parenting website? Are they reading your local newspaper?

Maybe you're a chef, so you're going to go to your local newspaper and pitch a recipe. Find those connections. If you're a stylist, maybe you can talk about spring fashion trends or holiday office attire. There are so many ways.

Really take the time to get to know the players in your media market. Find things you can be commenting on. Remember, there are lots of types of news. Some stuff is going to be timely. Some of it is going to be more evergreen and seasonal.

Another way you can really get out there and start promoting yourself is speaking. Back in episode, I think it was 14, Chantelle Adams talked a lot about speaking, but I did want to touch on it today. Getting yourself in front of an audience is extremely compelling. There is magic -- magic, my friends -- that happens when you are face-to-face with people. You cannot ever substitute any other relationship for the power of face-to-face. When you can look someone in the eye, when you can see their body language, you really can look right into them and get to know them.

That's probably one of my biggest frustrations, as a side note about online business, is someone can be good on paper, but until I can talk to them on Skype or until I can hear their voice or look them in the eye in a hangout, I'm always going to have a little bit of hesitation.

When you are out there looking for local speaking opportunities, look for local business or networking organizations. Let's say it could be as simple as if you were work with moms, maybe you're going to speak at local moms groups. There are hundreds of those. Or maybe if you work on parenting stuff, you're going to talk at parent counsel meetings. It doesn't have to be that complicated. You need to start somewhere.

Maybe you have a tech accelerator, and you talk about productivity trends for the tech industry. Find those natural connections. Start to develop a series of conversations and topics that you can really step up and own.

The last way, when you're getting started, and I know I've said this a million times, and I will say it a million times over because it has been very good to me, it has been very good to my clients, and I know it works. Get yourself out there guest posting. If you have not checked out my new website, www.getguestposting.com, is going to be a repository for all things guest posting. My main website is getting too big, so we decided to shoot that out over there, and I'm going to start blogging exclusively on guest posting issues, sharing resources, sharing different ideas, and really supporting you through that guest posting journey.

Guest posting is an amazing way, on your schedule, on your agenda, to really start putting yourself out there. Doing one guest post and looking for a big result is not necessarily the way to go. Like I said earlier, look at the totality, the body of work you can build through guest posting, and then all the traffic, the referrals, the social media activity, the conversations, the introduction to new people, the list signups. It goes on and on and on. Then, of course, you have that "as seen on" proof.

I will link up in the show notes to the guest posting episodes, again, to really get you out there. But it's really important, and if you've listened to this show, if you've read anything I've ever written, I will not ever stop

saying this. You really need to take the time to do your homework when it comes to your guest posting.

If you don't have time to do your guest posting research, you probably shouldn't have any business guest posting, to be quite honest. Really find a way into the publications, write really good, quality content, and you will set yourself apart. I feel like I talk about how you can set yourself apart with guest posting all the time, but if you take two minutes and talk to a journalist or a blogger, they will tell you how much complete and utter crap they receive.

What's it going to be? What are you going to do to start promoting yourself? I really encourage you to go out and pick one of these three things and just get started. Focus on it for 60, 120 days, and just keep moving forward.

It's really important that you focus on mastering that tactic before you take on something. I am the queen of this. I am always creating new things, but I don't do it until I feel like the last thing I did is under control, and it's systematized, and there's a process, instead of just jumping from thing to thing because, when you're unfocused, what happens? Oh, squirrel, and off you go, and nothing ever gets done.

Those are three really simple, basic, starter ways to promote yourself. They work no matter what stage you are at in your business, if you are a brand-spanking-new baby business owner, or you've been at it for a while and you need to promote yourself.

I do really want to give you some words of encouragement. Back last summer, I started guest posting. I started really getting out in there and promoting myself. I had been doing some speaking. I had been doing some other things before that. But this was really where I decided that, with the new direction of my business, I needed to transform what I was doing. I know how hard it can be, and really my goal is to, through this podcast, through everything else, to support you through this journey, for you not to feel the ick.

You know, have a discussion with your ick. You and your ick get together, and you need to kick it out the door, that obnoxious roommate in your head, as Arianna Huffington says. Get rid of them. They have no place right now when it comes to promoting you and your business.

Get over your limiting beliefs. You are good enough to do this. Just take the time to do it with thought and meaning and intention, and do it from a place of service versus trying to get to your sales result. If you are consistently putting yourself out there and providing great value, really great things will happen in your business.

That's personally where I am now, you know, just nine months later. My business, I am nearly full, which I cannot tell you right now how thrilled I am by that. I am adding to my team. I'm growing, and I can really see a

lot of growth potential for the rest of 2014 and through 2015. It's very, very exciting.

If I had not taken the time and put myself out of my comfort zone to promote myself and really start to build a reputation as an expert, as a solid source of information, I don't think I would be here today. Please let that encourage you. It is not meant to boast. That's not how I roll. Just more for you to understand that you can do this, and you will be able to go places with this, so I wish you luck.

You can check out the show notes over at MaggiePaterson.com/Episode18. Everything will be there. There'll also be a worksheet with a little bit of stuff to get you started on these three things and really start to think about the elements you need to pull this together.

Thank you so much for listening. If you love the show, hey, even if you didn't, please leave me a review over on iTunes. I love reviews. I especially get excited when it's not my mom, my sister, my husband. Oh, wait. My husband has never reviewed the show or listened to it, probably because he hears my voice quite enough.

Thank you so much for listening and, hey, I just wanted to tell you really quickly. Next week, starting with Episode 19, we are going to start the Social Media Smack Down series. We are going to look at different social media networks, people who have been there and done that and built some really amazing things through social media. We're going to be very practical, very actionable, and we are going to get you using your social media in a way that doesn't make you want to rip out your eyelashes.

So, my friends, thank you for listening, and I'll talk to you all soon.

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