

# **SELF PROMOTION**

**HOW TO GET WORK WITHOUT BEING PUSHY**



## **4 Practices to Grow Your Business**

- **Solve a problem**
- **Add value**
- **Be a connector**
- **Keep in touch**

# WHAT IS THE PROBLEM YOU WILL SOLVE?

UNDERSTAND YOUR TARGET CUSTOMERS AND BE CLEAR ABOUT WHAT  
YOU CAN DO FOR THEM.



# **ADD VALUE**

**POST, BLOG, WRITE OR SPEAK:**

- **SHARE VALUABLE CONTENT**
- **OFFER HELPFUL TIPS & TOOLS**
- **HAVE A FRESH PERSPECTIVE**





# **BE A CONNECTOR**

**MAKE A COMMITMENT TO CONNECT PEOPLE FOR THEIR BENEFIT. THEY WILL RECIPROCATE.**





# KEEP IN TOUCH

Get personal: send a note, make a call.  
The result: Repeat customers and great referrals!

