

GUIDELINES FOR EFFECTIVE SELF-PROMOTION

1. Take time to list *all* your accomplishments and qualifications.
2. Examine how you feel when you are talking about your assets.
 - Do you feel awkward and tense?
 - Embarrassed?
3. What messages are you telling yourself?
 - Do you wonder if people will think you're boasting?
 - Are you concerned about your perceived lack of accomplishment?
4. Identify your irrational beliefs. E.g.:
 - People should automatically see my accomplishments.
 - I couldn't stand it if people thought I was bragging.
 - I am not good enough for this job.
 - Any other irrational beliefs you hear yourself saying.
5. Challenge these *shoulds*, *musts* and *demands for comfort and approval*.
 - Why is it awful to remind people of my value?
 - Why can't I stand people thinking I am boastful if it will help my career?
6. Replace your irrational beliefs with more rational ideas.
 - It is useful to find ways to show my worth to the organization even if others don't approve.
 - If I don't believe in myself, who will?
7. Develop a careful plan to make significant people aware of your accomplishments.
 - "Memo" or verbally inform people when you complete a significant project.
 - Report successes in the company newsletter.
8. Don't be discouraged or put off if others laugh at your efforts.
9. Stay focused — your goal is to be recognized as a valuable employee.
10. Relax and be patient — success is a long-term project, not an immediate need.