

SELF-PROMOTION

Self-Promotion is the self-presentation of you as a competent and accomplished person. You will genuinely present your achievements, skill sets, talents, efforts, values, capabilities and smartness with a purpose.

The key characteristics of people who do self-promotion:

- Present self in a magnetic and energizing manner
- Will not state false or exaggerated information about self
- Able to logically present without self-boasting
- Maintain a progressive and confident lifestyle
- Being honest and open with effective boundaries
- Able to attract collaboration with the right teams
- Highlights own accomplishments for generating value
- Able to do networking confidently
- Experiences high level of self-esteem
- Able to differentiate between self-boasting and self-promotion
- Focusses on advanced learning and accomplishments
- Make others perceive you as capable, talented and intelligent
- Groom themselves both physically and mentally
- Ensure their attire and appearance is well suited to the event
- Projects polished manners and body language
- Aware of the tone and pitch of their voice when communicating
- Knows how to use social media platforms to create the right image
- Never brags or toots their own horn
- Able to create a well-defined self-illustration
- Ensures to lead a self-oriented life
- Able to identify the niche and advertise with impact
- Creates well-framed self-advertisement suited to the audience
- Able to promote self before getting promoted by others
- Able to establish a valuable place in the professional market
- Has clear self-awareness and how others should value them
- Overcome self-ignorance through constant self-analysis and feedback
- Able to set measurable and rewarding goals
- Able to create an attractive self-brand



KEY WORDS EXPLAINED:

Self-Boasting: Talking about self with excessive pride and exaggeration

Self-Presentation: Any behaviour or actions performed with an intention to influence how you want other people to perceive you.

Self-Illustration: A visual presentation you make about yourself with the intention to attract the right audience

Self-Ignorance: Being ignorant about one's own character, talents, strengths, powers, weaknesses and limitations.



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