

Principles of Self Promotion

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…..no one is thinking about you.

Are you exchanging contact details or adding people to social media networks?

If not, why not?

If you start developing useful contacts now, you may find it far easier to find work when you graduate.

One of your fellow students may have skills that will help you, and you may have skills that will help them.

How will you ever know if you don't communicate with them?

Are you looking for professional contacts outside of the university?

If not, why not?

Don’t leave it until you graduate, start making those potentially valuable contacts now.

People won’t know who or where you are unless you tell them.

Have you started researching the industry you want to work in – do you know what kind of work there is out there?

If not, why not?

Have you bookmarked websites that may help you to learn about the opportunities that exist in your industry?

Do you read industry magazines or belong to online creative communities?

If not, why not start now.

Brand Identity

We have looked at brand identity during this module.

But doesn't marketing yourself mean that you should consider yourself as a 'brand'? Start getting involved in online communities now and establish a web presence.

Try to maintain some consistency across the sites in your web presence.

Make sure all your sites link to each other.

Create a business brand for yourself!

Brand Identity

Many sites allow you to integrate content from other places. E.g. Twitter feed, blog linking.

These make it easy to meaningfully connect your sites together.

But be professional and remember that that means an embarrassing Tweet could show up all over your web presence....

Never mix business and pleasure!

Brand Identity

Maintain a strict separation of content on the sites you maintain.

Keep your professional lives away from personal content.

Dont write about that awesome party on your professional twitter account, for example;

You know the one, there was that guy dressed as a sheep, and you downed that bottle of tequila and when you woke up.... Oh hi, potential employer!

Here are some tips to help you earn the clients you deserve and the promotion you want:

Open your mouth.

You've heard the term the squeaky wheel get the grease? Well, unless you open your mouth, no one will know what's troubling you.

Know exactly what you want

Before you say anything, know what you want. If you don't have a vision and a goal for yourself don't expect someone else to have one for you.

Optimism and enthusiasm go a long way

No one wants to be around a downer. Smile. Be enthusiastic in your delivery and people will notice.

BQE: Be quick and excellent

Make yourself indispensable and reliable. In any field, if you do your job quickly and to a high standard you will always be in demand.

Know Yourself

In order to promote yourself effectively, you must know (and be able to articulate) who you are and why you do what you do.

scorchlondon

WCRS

AMVBBDO

Do your Homework

Know your industry thoroughly; who's doing the best work? Who's hiring? Don't miss those opportunities through lack of knowledge.

McCANN

Leo Burnett



BBH

KARMARAMA
Good Works



VCCP

adam&eveDDB

Keep It Simple

Whether you're writing a press release or building a Web site, keep it simple.

Don't lose your message in a jumble of jargon or JavaScript.

Double Check Everything

Nothing undermines a good impression faster than misspeeld werds, poor grammar or incorrect accounting.

Since none of us is perfect, the only defense is to check and recheck our work.

Mind Your Manners

Cultivate simple good manners. Everyone appreciates a “please” and “thank you.”

Listen

Promotion is communication, and communication is a two-way street.

Learn to listen and really hear what others are saying to you.

Set Goals, Make Choices

Set written long and short term goals for your personal and work practice.

Ask for What You Want

Once you know what you want, ask for it. Ask for help from friends, colleagues, clients, and family members.

Ask magazines to write about you.

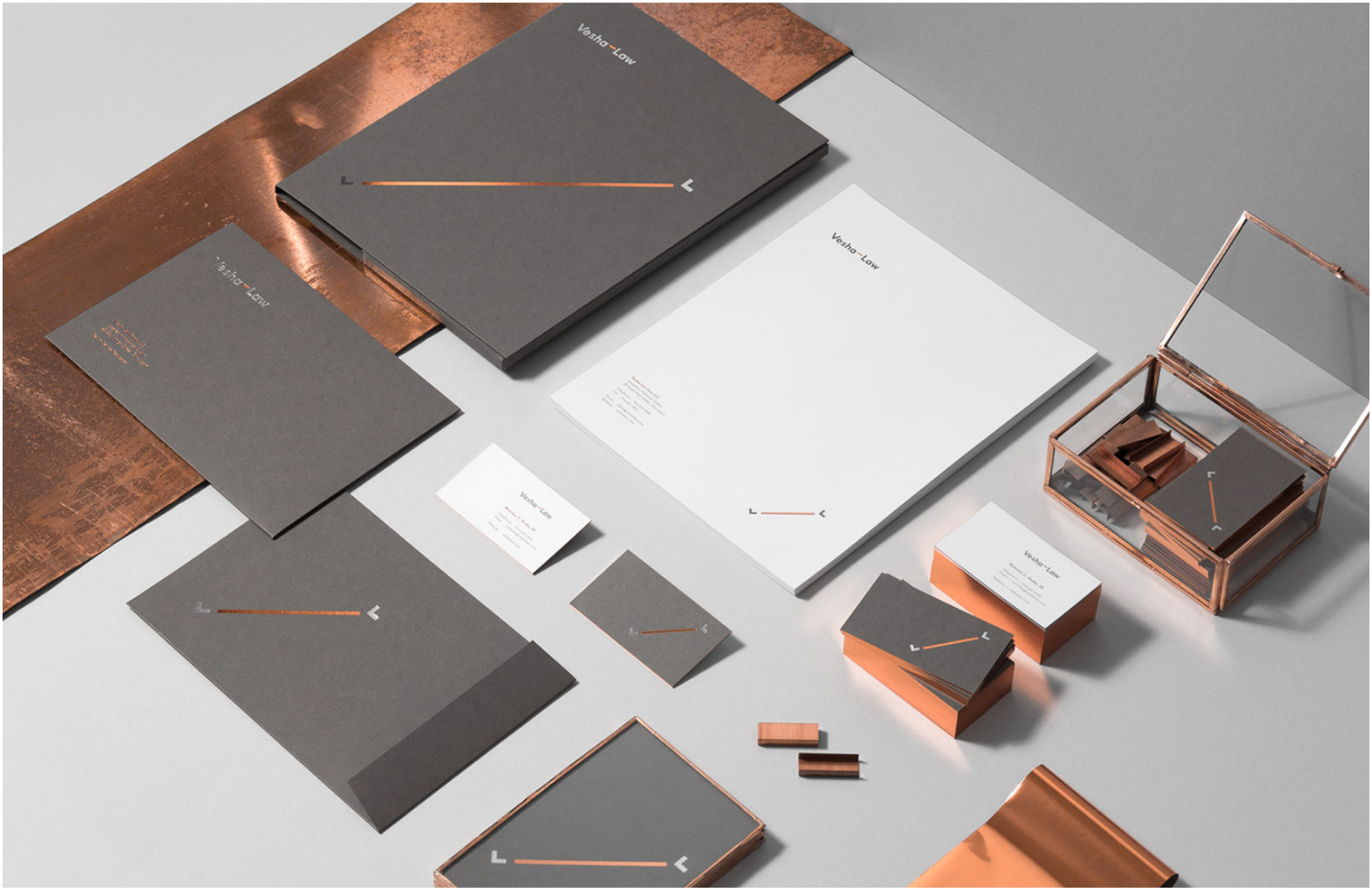
Ask your clients for feedback and referrals.

Don’t Take Yourself Too Seriously

Though it’s important that you do your best to communicate your values and vision, keep your efforts in perspective.

A healthy sense of your own importance will grow your practice; a healthy sense of humour will help you rebound when you encounter temporary setbacks.


Consistency
Is The Key


Vesha Law


YOUR LOGO

Black Rock
BRANDING
your design will stay
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DWYANE CLARK
GRAPHIC DESIGNER
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