

THE EXTRA POINT

BY JERRY ROBERTS



372 Can't Stand the Idea of Self-Promotion?

Are you a person who does good work but you're not very good or very comfortable with talking about how good you are? In other words, self-promotion just isn't for you. I'm Jerry Roberts and today I've got a perspective on this that just might work for you. It's next on The Extra Point.

Many of us were raised to believe that self-promotion was being selfish. We heard things like, "Hey, if your stuff is really any good, others will talk it up so you won't have to." To that I say, "not necessarily." In a perfect world our boss would recognize our efforts and great talents, and not only let us know — but also sing our praises to the big boss so we can get promoted. That does happen, but not always.

There comes a time in our career when we realize that nobody is promoting us so we need to toot our own horn a little. For some folks, this is extremely hard. I know you're proud of the work you do and I know that, just maybe, you secretly wonder why so few people notice, especially the ones who have the power to advance your career. Or, perhaps you're in business for yourself. Why don't all your customers tell their friends so more people buy your services?

The reasons in both cases is that life is busy and they're not actively in the business to promote you or what you do. It's not their priority. So, it has to be yours. But how do you promote yourself and your work without feeling like an egomaniac?

Let's clear something up right now: self-promotion is not about promoting us, it's about promoting the value we create for others. Let that sink in. Nobody cares about the one who creates a masterful piece of work, until they fully appreciate the work. It's about us delivering value, not about us.

So, promote your work. Whether that's in a

corporate environment with a lot of other employees, or you're a solo entrepreneur, let your work stand out and do the talking for you. Don't just turn in a so-so job and figure it's good enough. Average, run-of-the-mill performance isn't worth promoting. Instead, do the best you can and make people take notice. That's how your work works for you.

Focus on the people who need and use what it is you do. Whether that's a customer who hands you cash for your efforts, or it's the person in the next department who relies upon you and your production in order to do their job. Focus on them. They're your customer, just like the one who pays out of pocket. Ask them if they're happy with how you're serving them, and how you can do better.

Trust me, if you focus on the satisfaction and success of others, eventually the word will get around about you. I've quoted him before, legendary author and speaker Zig Ziglar said this: "You will get all you want in life if you help enough other people get what they want."

In Extra Point #10 I told the story of Dr. Martin Luther King's speech to a group of middle school kids, just months before his death, in which he told the students that whatever they would do in life, whatever work they would have, to do it to the utmost of their ability. Over-deliver. You want people to notice? Offer more value than you're paid for. Do that long enough and they will.

That's The Extra Point. Get out there and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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