

# THE EXTRA POINT

BY JERRY ROBERTS



## # 454 This is For You if You Hate Self-Promotion

How good are you at self-promotion? Are you a pro or tend to avoid it at all costs? I'm Jerry Roberts and today, let's see if we can make it work for even the most reluctant of players. That's next on The Extra Point.

How many times have you heard the phrase, "It's not what you know but who you know."? This means that knowing more of the quote-unquote right people will make everything go our way, right? We just have to build our networks and start leveraging our contacts.

Some people prefer that term "leveraging," while others say it's "using," as in using people for our own selfish reasons. Calm down. Let's see how this plays out.

Assume we network like a beast, attending every opportunity to connect with those "right people," and we build up a really impressive collection of business cards, as well as contacts and friends on social media. We are all set. Well, except that we now have to dance around the issue of promoting ourselves. For some, that's a very difficult thing to do.

After all, is it *promoting* or just bragging? Is there a difference? Am I simply highlighting my skills, qualities, achievements and experiences — or trying to convince someone I'm the only one they need in their new job opening?

Some people are natural promoters and others find it tough to do, and extremely negative. If that latter description is you, I understand. If you're an introvert it's not going to be easy for you to start pushing hard to get what you want. That said, you have to face the question, "If I don't promote myself, who will?"

Let's seek a different picture of this. Just because you decide to push your interests, doesn't mean that you're "pushy." Something else, you don't have to exaggerate anything to make yourself stand out.

Example. If the team you've been leading is going to end 2019 with an overall 20% higher production than 2018, that's a fact. It's not you making stuff up or blowing smoke at people. You can prove it.

Someone interested in a new manager would want to know that. So it's not bragging, it's actually helping someone to gather relevant facts in order to make a sound decision. Does that make it easier to swallow?

Self-promotion isn't about being arrogant, it's about being confident. It's also in how you present those facts. You didn't get that 20% alone. You know that and the person you're — pardon the term — promoting to, also knows you didn't do it by yourself.

You could say, "I increased production by 20%," or you could say, "I've had a great team at XYZ Corp. and a lot of hard work by good people went into that 20% increase." Both are self-promotion, but which might be a better display of character?

You can self-promote without trying to become somebody you aren't, and thinking you have to sell out who you are.

Start today. Get clear on who you want to reach and what you want to achieve. Track your results and be able to discuss your achievements, backing them up with those facts. Then just tell your story. You'll be fine.

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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