

"If I shoot at the sun, I may hit a star." -- P.T. Barnum

RELENTLESS SELF PROMOTION

As a professional speaker, I make it my business to attend a "speaker school" each year to learn more about my profession. At last year's school, I heard from Patricia Fripp (Patricia Fripp, CSP, CPAE: Professional Speaker, Author and Presentation Skill) and her concept of "Relentless Self Promotion". Marketing has always been my strongest skill, but relentless self promotion? Just hearing the words made me realize how much more I could do for my speaking business and for my direct sales business. Patricia made me realize that it is not only OK to promote yourself -- it is ESSENTIAL! For us in the direct sales industry, we need to make sure that everyone in our area (I suggest starting with a 10 mile radius and work your way bigger from there) become aware of who we are and which company we represent. Since I happen to be an Avon Representative, I need people to see me and automatically think AVON -- and see an Avon commercial or someone wearing an Avon item and automatically think LISA WILBER. The two things need to be so closely linked that a person can't think of one without thinking of the other. How do I make that happen? And more importantly, how can YOU make that happen? Each week I start with a pad of paper and a pen and write at the top "How Can I Get People to Know Who I Am and What I Do?". Then I write lists. I'm always looking for more ways, different ways, better ways. I hope you are, too. Here are just a few of the ways that I'm being relentless in my self promotion:

- * posters on bulletin boards
- * joined the Chamber of Commerce . . . and work it!
- * sponsor a girl's softball team
- * float in the local parades
- * listed in the phone book under my company's name
- * classified line ads in every newspaper
- * wear a name badge or promotional button every day
- * running for public office
- * calling in on talk radio shows
- * joining networking organizations such as www.abwa.org and www.mydswa.org
- * wear company logo clothes such as shirts, caps
- * having booths at local fairs, flea markets, church fairs, job fairs, home shows
- * giving a scholarship at the high school
- * having a coloring contest at the middle school
- * offering free classes for my products at the Senior center and campgrounds
- * participating in the Adopt-a-Highway program
- * having signs on my vehicles and on my business
- * sending out press releases for accomplishments
- * doing fundraisers with my company's products and local organizations

What are you doing to get people to know YOU and what company you represent?

"The difference between playing to win and playing not to lose is the difference between the successful person and the security-hunting mediocre person."
-- David Mahoney

