Guidelines for Effective Self-Promotion

1. Take time to list all your accomplishments and qualifications.
2. Examine how you feel when you are talking about your assets.
    - Do you feel awkward and tense?
    - Embarrassed?
3. What messages are you telling yourself?
    - Do you wonder if people will think you're boasting?
    - Are you concerned about your perceived lack of accomplishment?
4. Identify your irrational beliefs. E.g.:
    - People should automatically see my accomplishments.
    - I couldn't stand it if people thought I was bragging.
    - I am not good enough for this job.
    - Any other irrational beliefs you hear yourself saying.
5. Challenge these shoulds, musts and demands for comfort and approval.
    - Why is it awful to remind people of my value?
    - Why can't I stand people thinking I am boastful if it will help my career?
6. Replace your irrational beliefs with more rational ideas.
    - It is useful to find ways to show my worth to the organization even if others don't approve.
    - If I don't believe in myself, who will?
7. Develop a careful plan to make significant people aware of your accomplishments.
    - "Memo" or verbally inform people when you complete a significant project.
    - Report your successes in the company newsletter.

8. Don’t be discouraged or put off if others laugh at your efforts.
9. Stay focused – your goal is to be recognized as a valuable employee.
10. Relax and be patient – success is a long-term project, not an immediate need.