



Self Discovery Newsletter

Marketing yourself
July 2008

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Hi Karen

Welcome to the July edition of the Self Discovery newsletter. In the last newsletter I offered you some tips to get you motivated, focus on what you want to change in your life and take action!



If you have made the decision to change your life or your job, there are other things you will need to consider. This newsletter gives you some tips on how you can market yourself. Whether you run your own business, are seeking a career change, want promotion or want to feel confident, read on for some inspiration.

I would also like to introduce a guest writer this month. Samantha Russell runs [Sardine Design](#) and specialises in designing informative and individual websites. Read on for her informative article, "how to blog" which will help you to market yourself online effectively. If you would like to feature as a guest writer, please drop me a line.

I enjoy reading your feedback on how much you enjoy my newsletter, so email me at karen@selfdiscoverycoaching.co.uk to share your comments. Have a great month.

Best wishes
Karen Williams
Personal development coach

How to market yourself



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It doesn't matter whether you run your own business, are an employee or job seeker, if you market yourself well, you will achieve success. Marketing is about finding your unique abilities and being able to communicate these to others effectively.

You may have heard of the saying "people buy people", so take the opportunity to let people know why they should promote you, employ you or buy from you. Here are my tips to market yourself effectively:

1. Write down a list of your strengths and skills and use these as selling points when you meet new people. What is unique about you? What sets you apart from anyone else? How can you make sure you market yourself at every opportunity?
2. Develop a succinct message that you can share with others that takes about 10-20 seconds to deliver. In business, this is known as an elevator speech - who you are and what you can do for others. Design and practice your message.
3. Remember that every time you communicate, this is the opportunity to make an impact. Make sure that anything you put in writing, such as a letter or CV is clear, concise and easy to read. And remember to include the strengths you have identified above.
4. You also communicate by what you wear and whether it is appropriate for the occasion. You may wish to research the dress code and give yourself plenty of time to decide what to wear. Choose your outfit wisely with the appropriate accessories, and remember to clean your shoes!
5. Make a great first impression. People tend to make a first impression of you within the first few minutes of meeting you. When you meet new people, use appropriate eye contact, a firm handshake, and smile!
6. Preparation is key. Whether you are going to a networking event or a job interview, it is important to prepare in advance. Plan the journey before you leave, know who you are going to meet and plan what you are going to say.

What do you do to market yourself effectively? Email me today!

## How to blog

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Making a career or life change? Running your own business? Heard a lot about blogging but not sure what it is or what it can do? A blog is short for a weblog and is similar to an online journal or diary. It can be used for anything from a day-by-day account of your puppies development to the steps you've taken over the last year to improve your life.



The golden rule with blogs is, don't type anything you don't want people to know about. Use it to your advantage, not disadvantage! Don't write about a wild night out with the girls with photographic evidence; do write about the positive steps you've taken in your job search or life change. If you were an employer, what would you want to see in your prospective employee's blog?

Keep it clear and concise. People need short sharp paragraphs with the vital information. Linking to the longer article on your website, if you have one, can be a good way to keep the blog short and provide more information for people who want it. Organise your blog so that people can find things quickly and easily.

Update your blog at least once a week, which is especially important if this is part of your business. This keeps it fresh and interesting and is good for the search engines. Your blog can be an invaluable business tool, if used right - enhance your email marketing by linking to your blog from your newsletter. Remember, every blog is an opportunity to promote your business or yourself via the search engines.

Contact Samantha Russell for more information at www.sardinedesign.com.

Workshop dates for your diary

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In July and August, I am running some workshops for Wayfinder Associates at The Parlour in Southsea, Hampshire. Whether you want to know how to coach your staff, reduce stress in your life or manage your time better, there is a workshop for you. For more information, [click here](#) or call Carolyn Barber on 023 9282 8148.

My next life and career coaching workshops are running on the following dates, also at The Parlour:

Make Time for your Life workshop - Saturday 1 November 2008, 10am - 2pm  
Rediscover your Career workshop - Saturday 15 November 2008, 10am - 2pm  
Cost: £48 including lunch, refreshments, a workbook and follow up email support

Special offer: Reserve your place on both workshops for just £89. Call me on 07823 335747 or email [karen@selfdiscoverycoaching.co.uk](mailto:karen@selfdiscoverycoaching.co.uk).

## Thought of the month

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"Believe in yourself! Have faith in your abilities! Without a humble but reasonable confidence in your own powers you cannot be successful or happy." - Norman Vincent Peale

Forward this newsletter to your friends

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Did you enjoy this newsletter? If you did, share it with three of your friends today.

You can click on the box below to pass on the information, then it is up to them whether they wish to subscribe.



Quick links and useful articles

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- [Self Discovery Coaching](#)
- [Self Discovery blogspot](#)
- [Prepare For Interview Success - 7 Top Tips](#)
- [What Skills Can You Offer An Employer?](#)

Contact information

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