

SELF MARKETING POWER

Four-Hour Workshop • Agenda Detail



This workshop is based on the book, *Self Marketing Power: Branding Yourself as a Business of One* by Jeff Beals published by Keynote Publishing, LLC.

Agenda Detail

1. Overview of Self Marketing
 - a. Personal branding
 - b. Everyone must be a celebrity in their own sphere of interest
 - c. Difference between healthy promotion and egotistical boasting
 - d. How do you become a celebrity in your own sphere of interest?
2. Three Key Philosophies
 - a. You are not just a person; you're a personal brand, a business of one
 - b. Draw analogies between political campaigns and self marketing
 - c. Live actively and achieve "everywhereness"
3. Eight Critical Rules of Success
 - a. Think positively
 - b. Develop a special area of "self marketing expertise"
 - c. Be prepared for unexpected opportunities
 - d. Believe in the positive sum game
 - e. Everyone counts
 - f. You're being watched so act accordingly
 - g. Be perpetually professional
 - h. Communicate clearly and in the right way
4. Networking
 - a. How to network
 - b. Difference between socializing and networking
 - c. Goal-based networking
 - d. The rule of thirds
 - e. Be forgiving of others' interpersonal weaknesses
 - f. Leave each person with an intangible item of value
 - g. Dealing with social discomfort
5. Harnessing the Media
 - a. Media make self marketing/personal branding more efficient
 - b. How to become a credible go-to source in your area of self marketing expertise
 - c. How to make journalists' lives easier and make them fall in love with you
6. Speak & Write Your Way Out of Obscurity
 - a. How speaking and writing can further establish your area of self marketing expertise
 - b. How to publish your articles in the right periodicals
 - c. The "Three E's" of public speaking
 - d. How to put together the right presentation
 - e. Basics of good speaking
 - f. How to book engagements
7. Power of the Internet & Social Media
 - a. 24-hour-a-day personal branding
 - b. Deliberately create a "Google trail"
 - c. Your personal website

- d. Reserve your URL even if you don't need it
 - e. Discussion boards, blogs, e-newsletters, blast emails, podcasts
 - f. Networking through the social media
 - g. Using social media to further establish your area of self marketing expertise
8. Think Like a Marketer
- a. Developing a marketing plan for your business of one
 - b. Applying classic marketing theories to yourself
9. Creativity
- a. Importance of creativity and originality in self marketing
 - b. How to be more creative
10. Roll with the Punches
- a. Dealing with occasional embarrassment and "Murphy's Law"
11. Closing
- a. Self marketing is required to survive in today's global marketplace
 - b. Crowded, noisy and highly competitive marketplace has led to the era of commoditization
 - c. Even the most introverted person can engage in effective, tasteful self marketing
 - d. Motivational close
12. Question, Answer & Discussion (if time allows)