

Selling Yourself

Best Corporate Branding Agency UK - *Business Excellence Awards 2020*

BRANDABLE & Co.

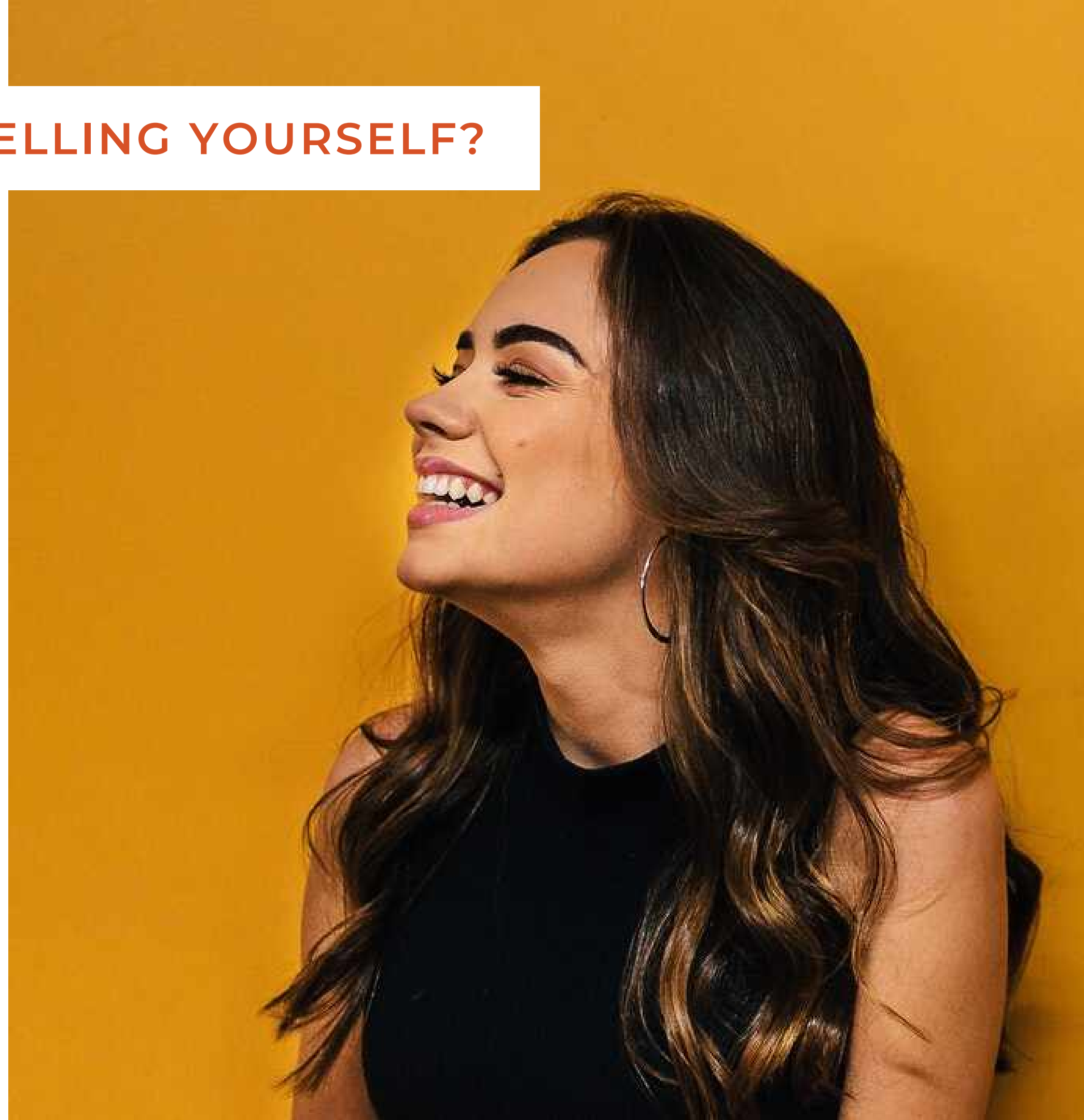
We're on a mission to make business more human
because being human is good for business

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ARE YOU SELLING OR UNDERSELLING YOURSELF?

You'll never need to 'sell out' but you will need to sell yourself with confidence because there are endless situations where you'll need to communicate, engage and connect. These could include:

- Applications
- Bios
- Business meetings
- Collaborations
- Conversations
- Friendships
- Fundraising
- Job interviews
- Media interviews
- Networking
- New business
- Panels and events
- Partnerships
- Pitches
- Podcasts & webinars
- Promotions
- Public speaking
- Relationships
- Selling products or services
- Selling services
- Social media presence
- Website



A man in a blue suit and red tie is shouting with his mouth wide open and his right fist raised in the air. He is set against a solid red background. The image is partially obscured by a white banner at the top containing the title.

SELLING YOURSELF AT WORK, IN LIFE & TO THE WORLD

IT'S WORTH INVESTING TIME,
THOUGHT AND PRACTICE IN THE
PROCESS OF 'SELLING YOURSELF'
BECAUSE...

- No-one will do it for you
- You deserve to be given opportunities as much, as anyone else
- Why wouldn't you want to earn more money for the same thing that you're doing on less?
- You aren't boasting, you're providing people with evidence that you are the right person
- You have known yourself all your life, but other people only know what you show them
- Unless you let people know that you exist, demonstrate your skills and highlight what you are best at, they won't know! ...and will more than likely choose someone else
- You're worth it!

So when we wheel out the 'selling' label,
why do so many of us – *women in
particular* - shy away from it?

Q: HOW DOES THE THOUGHT OF HAVING TO 'SELL YOURSELF' MAKE YOU FEEL?

USE THE WHITE SPACE BELOW TO WRITE DOWN ALL OF THE THOUGHTS AND FEELINGS THAT HAVING TO 'SELL YOURSELF' EVOKES FOR YOU - GOOD & BAD - THIS ISN'T GOING TO BE SEEN BY OTHERS AND EVEN IF IT WAS, THERE'S NO JUDGEMENT HERE!!



Q: IF YOU WERE ABLE TO 'SELL YOURSELF' EFFECTIVELY AND BUY YOURSELF MORE OPPORTUNITIES, WHICH EQUATE TO GENERATING MORE MONEY OR MORE TIME, WHAT WOULD YOU DO WITH THE MONEY AND THE TIME?

USE THE SPACE BELOW TO WRITE DOWN ALL OF THE THINGS YOU'D SPEND TIME & MONEY ON



LOOKING AT HOW YOU FEEL, COMPARED TO ALL THE THINGS YOU COULD BE DOING, WHICH PAGE WOULD YOU PREFER TO LIVE ON?

HERE'S A FEW POINTERS IF YOU'D LIKE TO EMBRACE SELLING AND GROWING IN CONFIDENCE

It probably goes without saying that our number one tip is to get clear on who you are and start to strategically build and grow your personal brand but if you're not ready for that, here are a few thoughts:

- Don't be afraid to be yourself - It's one thing to be confident; it's another to have confidence in yourself and who you are
- It doesn't matter if you don't win the client or get the job – every pitch, every meeting and every interview is teaching you something valuable
- Be human - you sell yourself best when you share your personality and authentic self with people
- Sell yourself in any situation by being the person who offers something valuable
- Drop the ego. People like to feel listened to. The best communicators are not the best talkers, they're the best listeners. And to be a good listener, you need to leave your ego at the door
- It is never all about you! Considering the needs of others enriches the power of listening - think like a customer-focused brand and prioritise the customer journey and experience above everything else.
- Recognise that you have skills and strengths worth talking about - ask family & friends, take a MBTI test, make lists
- Reframe the way you think about 'sales' and 'selling'
- Be enthusiastic because...

SELLING IS NOTHING MORE THAN A TRANSFER OF ENTHUSIASM

THERE'S MORE WHERE THIS CAME FROM!

CHECK OUT OUR SERIES OF BRANDABLE & CO GUIDES



IF YOU HAVE SOMETHING WORTH SHARING & WOULD LIKE TO AUTHOR ONE OF OUR GUIDES, PLEASE GET IN TOUCH WITH THE TEAM@BRANDABLEANDCO.COM



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