

MAKE 2016 A BANNER YEAR!

Self-Promotion Success



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GET STARTED

Make a Plan

Successful people are REALLY good at this. They arrive where they want to go by doing a number of simple things.

This year, you can make it happen. Think like a CEO - and decide what kind of self promotion you want. Then get started by making a plan.

Step 1 is not as hard as you think... ask yourself one question - “What do I want?”



Elements of Success

IT'S ALL ABOUT THE DETAILS

1. Get to the heart of it.
2. Map things out.
3. Identify the players & possibilities.
4. Create a strong game plan.

This year is going to be YOUR year. You need to believe that, in order to make the right things happen.

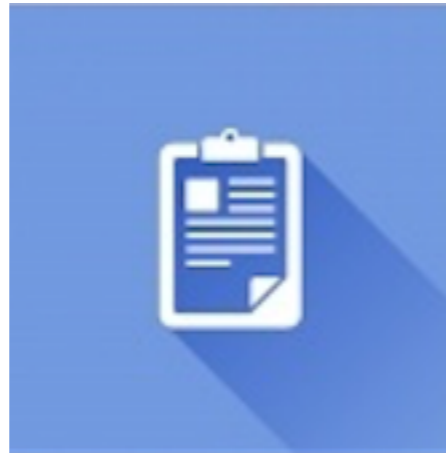
The way to make 2016 your best year yet begins with figuring out a few things.

Step 1. Ask yourself one simple question - “What do I want?” Ask yourself as if you have no worries about the “how” or “why” of it. Ask it without thinking of any right or wrong answer, without any possible boundaries or challenges.

Say it out loud. Write it down. Sleep on it a few days. Do NOT confer with anyone about what your answer *should be*. This is your life, your dream.

When I did this exercise the first time, my answer was “I want to be in charge.”

Step 2. Map out at least 2 different lists and timelines. If you're super motivated to get things cookin' sooner, label that timeline "FastTrak", and the other one "NewTrak."



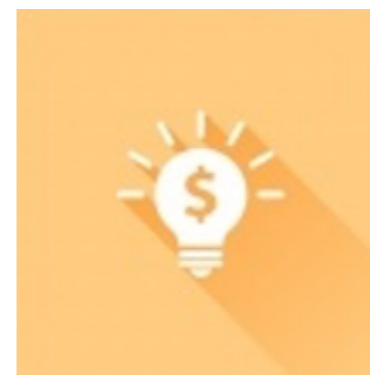
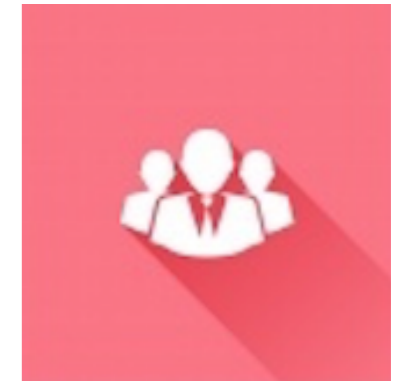
Make sure both lists feature your goal statement on the top, plus other factors that are part of your dream job or business.

Don't worry about perfection here. This exercise makes you think about your work/life goal(s) in a practical way. More importantly it helps to identify a bunch of possibilities and options.

My initial "new life map" included phrases like: "be more creative", "have flexible hours", and "expand my skills".

Step 3. Now you're ready to identify the people who might be able to help you on your journey AND various work possibilities.

EVERYONE has a network - through work, school, internships, and volunteering, as well as social channels.



Identify 10 people in your network who would be good door openers. Use LinkedIn - see what pops up when searching for the job or business options listed in Step 2.

My lifestyle goals lead me to opening a new retail store with my sister-in-law.

Step 4. Once you identify:

- what you want
- who can help
- a number of possible NEW jobs
- OR your next promotion title
- OR the business you want to start or grow

AND

- the skills you have
- the things you LOVE to do
- the possible businesses, industries & jobs that use those skills

you'll be ready to create a great game plan for success in 2016!

EXPECT THIS - Your game plan will change as things evolve, and you may switch gears - that's OK!

Life is complicated - and it's easy to put off change, even if it's something you REALLY want.

If you DO want to take charge of what happens in 2016, get started now!



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*It's
MY year to
shine - I'm going
to make it
happen!*

