

Winston Marsh's

# 21 Great Rules for Successfully Marketing Yourself

## 1. Do whatever you promise to do!

The sheer pace and pressure of today's world makes it all too easy to be sidetracked from delivering what you promised when you promised it. Resist the temptation and set yourself apart from your peers by your performance.

## 2. 95% of achievement comes from just turning up

It was film star Woody Allen who first explained that it's not at all important whether you do something right or wrong but rather that you do something. For example, most salespeople say "I'll phone you in a few days" and never do. As the advert says, "Just do it!"

## 3. Always give without expecting in return

Networking specialist Robyn Henderson explains that true giving should never be conditional on getting something back in return. If you give without expectation you'll never be disappointed but, more often than not, you'll unlock the gates of abundance.

## 4. Never let a day go by without laughing

Someone once said that laughter is mental jogging for the mind yet many people go through life without ever getting this vital exercise for the brain. Laughter blows the cobwebs away, reduces stress and heightens creativity. Put some laughter into your life.

## 5. Your attitude is a boomerang... give out what you want back!

If you want to harvest great, positive feelings then you have to radiate great, positive feelings. One way to do that is to use the word "fantastic" whenever you are asked how you feel... even if you're not, you soon will be.

## 6. Remember to do something different every day

How many times can you walk down the same street and fall into the same hole before you realise you can walk down a different street? The definition of stupidity is doing the same thing over and over and expecting different results! Try something different today.

## 7. Stand out from the crowd by doing what other people don't do!

To guarantee great results the best thing you can do is find out what others are doing... and then don't do it. Ask yourself, "How can I do this in a unique special and different way?" The odds of getting it right are 50/50... how'd you like those odds in a lottery?

## 8. Always look for opportunity and invariably you'll find it

It was Henry Ford who said that whether you think you can or whether you think you can't... either way you're right! There's always an opportunity to succeed even in the worst circumstances, but if you're not looking for it you won't find it.

## 9. If you stop learning you stop growing

Dedicate some time to learning and self-improvement every day. Be prepared to invest some of your own resources to do so, unlike most people who only learn if the boss pays for it. Spend over \$1,000 on personal learning every year and you'll increase your income 20%.

## 10. Always have the answer for "Why should I choose you?"

Know what talents, skills and abilities you have and be comfortable and articulate about spelling them out in a way that conveys their value so that it is easy for someone to understand why they should choose you (or your product or service) for the job.

## 11. Don't dwell on your shortcomings... improve upon them

After miraculously surviving two near-fatal accidents that left him wheel chair bound with incredible disabilities W. Mitchell revealed that he didn't worry about the thousand things he couldn't do, but rather concentrated on the ten thousand things he could do.

## 12. Know and build on your strengths

Do a stock take of all of your attributes and focus on the ones that are your real strengths with the aim of really using them and exploiting them to the fullest. You'll find that as you capitalise on those strengths you grow even stronger.

## 13. Have a plan in mind and stick to it

Aim at nothing and you'll hit it with amazing accuracy! An old axiom points to the secret of success: proper planning prevents painfully poor performance. The questions to ask are, where are you now, where do you want to be, and how you are going to get there?

## 14. Know the answer to the question "WIIFM?"

If you want people to buy you, your product or service you must answer their most important question, "What's in it for me?" You must demonstrate clearly and simply how buying what you recommend solves their problems and makes their life easier.

## 15. Look for the opportunity to make people say "Wow!"

When you were a kid and first saw the Christmas tree lights you said, "Wow!" and remembered and talked about it forever. Adults are just big kids and if you make them say "Wow!" they'll remember you and talk about you forever too.

## 16. Remember, you never get a second chance at a first impression

Although you were told you should never judge a book by its cover I'll bet that you do. Consequently, although you shouldn't make snap judgements about others, you do. So when you meet people create your best first impression by being really interested in them.

## 17. When you look good, you feel good... and you do good!

To market yourself effectively you must do the best possible with that amazing package called "you" which determines your self-image. Invest the resources on yourself to make you the best you can be and, when you feel really good, you'll get great results.

## 18. Leverage your efforts by putting the power of Pareto to work

Remember the Pareto Principle... 20% of your efforts give you 80% of your results. Identify that magic 20% percent of your time that is giving that 80% then just spend more time doing it... and see your results soar!

## 19. Do it now... there's never been a better time than right now!

Too many people wait for all the traffic lights to be green before they start driving to work so that they never make a move. If you want to market yourself for success the time to do so is right now... whilst you still have what it takes. Tomorrow may just be too late!

## 20. Listen and show genuine interest in the other person!

The good Lord gave us only one mouth but two ears and two eyes to take in whatever another person is telling us... both spoken and unspoken. You'll really be on another person's wavelength when you watch and listen for around 80 percent of the time.

## 21. A firm handshake helps build respect, trust and confidence

No matter who you meet look them in the eye, offer your hand, and say enthusiastically "Mary, it's really great to meet you" if you know their name, or "My name is Bob, what's yours?" if you don't. A person's name is their most valuable possession. Use it often!