



Three-Step *Promotion Plan*

Step 1: Self-Promotion—Spread the Word about You

The purpose of self-promotion is to make sure others know what you do and the success you've achieved. Let people know the impact you make.

Step 2: Promote others—By Promoting Others, You Promote Yourself

Go out of your way to praise and acknowledge others—individual members of your team, your entire team as a whole, people working for you, and people working for other business units.

Step 3: Others promote you—Get Others to Advocate for You

People see you in an extremely favorable light when someone advocates on your behalf. This is a powerful and direct way to increase your visibility and value.

