



# Develop a Positive Belief System About Promoting YOU

## By Debbie Allen

Self-promotion, when done effectively, works for ANY business or career. Once you begin to implement the proven marketing strategies behind it ... it's EASY to be successful in anything you set your mind to. In fact, when you promote yourself over and over again, you will begin to enjoy it more, and it will reward you many times over in return.

I shockingly discovered that an average of 87% of the thousands of business people I've surveyed did NOT feel comfortable promoting themselves and avoided it MOST of the time.

In business we understand that if we don't promote and market we can't be successful. Right? No matter how great your service is or what amazing value you offer, if prospects don't know about you, you're not going to win the opportunity to do business with them.

Therefore, if you don't promote yourself ... it goes against the grain of all sales and marketing success! Right?

But why do so many people feel uncomfortable with self-promotion? Because ... much of what they believe to be true about self-promotion comes from past programming that dates back to their childhood. When you grew up you may have hear comments like this, "It's not polite to talk about yourself. It will come across as pushy or rude."

Too many of us have 10, 20, 30 or more years of negative and/or limited beliefs rattling around in our heads about the concept of self-promotion.

These limiting and negative beliefs have been programmed into our subconscious minds for years.

What were your parents, teachers or guardians like when you were growing up? Did they believe in promoting themselves? Did they promote your self-esteem to believe that you could do anything you set your mind to? Were they risk-takers or were they conservative?

We usually hate to admit it, but we are all creatures of habit, especially when habits have been programmed into our brains since childhood.

Some people are so conditioned against self-promotion they are closed minded about it; no matter how much it might benefit them. Now, I don't expect you to change your belief over night, but you can start by opening your mind to believing differently about self-promotion from this day forward.

Why believe differently? Because you can't be truly successful if you aren't willing to let people know that you, your product and/or services exist? If you aren't willing to promote your talents, expertise and products, others will quickly pass you by. The world is not going to beat a path to your door unless you pave the way.

Resenting self-promotion is one of the greatest obstacles to success!

*"If you don't toot your own horn, you can't enjoy the music."* - Debbie Allen

Word count: 460

## **About the Author**

Debbie Allen, The Expert of Experts, is one of the world's leading authorities on business and brand strategy. She is the author of seven books including her latest best-seller *The Highly Paid Expert*. Learn more about her "Expert Positioning Formula" and innovative marketing strategies at [www.DebbieAllen.com](http://www.DebbieAllen.com).

All Rights Reserved ©