

Blowing your own trumpet

Marketing yourself or 'blowing your own trumpet' has never been more important.

With professional services firms under pressure to deliver more for less to clients, plans to operate in a leaner way, and fee earners holding the purse strings, it has never been so important to market yourself not only internally, but externally too.

The results from a marketing professional's time and effort are not always tangible and can take a while to be evident, especially when compared with fee earners, so it is essential to proactively manage the perceptions that others hold of you and be visible, rather than invisible.

Predictions by many futurists are that by 2020, up to 50% of workers will be self-employed, with strong competition for a reduced number of full time posts which include the prize of secure rewards,

eg. a pension.

There will be a major resourcing shift towards Trip Advisor-style web sites for professional specialists that employers will resource from for specific projects.

This is the future – are you prepared?

What is your career goal? To get a promotion, move employers, achieve a pay rise or become self-employed? Whatever your goal, you need to make time for and become skilled at blowing your own trumpet.

You don't need to use all forms of marketing to market yourself, choosing one or two that you are both good at and enjoy is a good plan, eg. public speaking, writing, chairing an event, being a mentor for your employer or industry association, etc.

Women especially often find marketing themselves pushy and uncomfortable, and the negative consequence of

avoiding it is they get passed over for promotion and don't ask for or receive the pay rise they deserve. Marketing yourself does not have to be pushy, the on-line world is a perfect vehicle for sharing knowledge and having a presence and profile, demonstrating the quality of your network and thought leadership, even when on maternity leave.

Your personal marketing plan needs to have clear objectives and key performance indicators plus career capital goals. These four self-reflective questions are essential to answer: 'Where am I and why am I there?', 'Where could I be?', 'How could I get there?' and 'How will I know that I have succeeded?', an adapted strategic framework commonly used for brands and business.

You can utilise a number of marketing vehicles; a strong distinctive impactful personal brand, a compelling and engaging verbal business card and clear messages.

25 practical tips

- Define your career goal, career strategy and career KPIs
- Block out time in your diary to create, review and update your personal marketing plan
- Define your unique selling proposition (USP)
- Choose three archetypes that best represent what you have to offer
- Define your personal brand in no more than five words
- Create a compelling and engaging verbal business card
- Conduct a career asset audit
- Define career capital goals that align with your career strategy
- Be clear about who the stakeholders are critical to your success
- List up to five key messages to share with

- your stakeholders
- Post and share regularly using the LinkedIn status feature
- Develop thought leadership using LinkedIn Pulse posts and other selective and relevant guest post and specialist media
- Consider creating a personal web site
- Keep up to date with changing work and sector trends
- Have a career plan, 'A', 'B' and 'C'
- Every day spend 30 minutes updating or implementing from your plan
- Build your network
- Tag your LinkedIn connections
- Be visible not invisible
- Give and gain testimonials from peers, employers and/or clients
- Commission a high quality avatar
- Craft and keyword your LinkedIn profile
- Create a bank of case studies of projects and achievements from your career and build up over time
- Plan a quarterly career retreat
- Get a career coach and/or mentor

Blowing your own trumpet is an 'important not urgent task' that can be hard to carve out time for in an increasingly busy and pressured world. In a fast changing and more competitive business marketplace, it is essential to protect your current position and pave the way with key stakeholders for your new one. Don't suffer from the 'cobblers and shoes' syndrome, enlist expert support and make blowing your own trumpet a personal strategic imperative.



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