

Promoting You!

Become A Self-Marketing Machine

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“Get Acquainted” Exercise

- Look for someone you don't already know
- Take 1 minute to meet them

What Is the Biggest Reason
People Don't Achieve Their
Goals?

Developing and Mastering A
Powerful Psychology

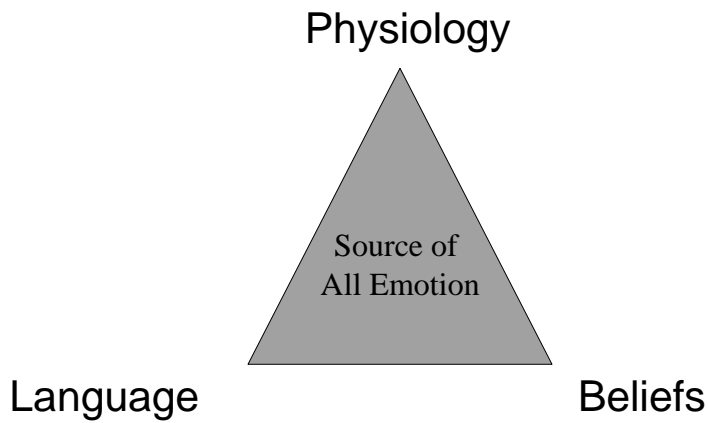
Exercise

- Describe an influencer with a weak psychology
- Describe an influencer with a powerful psychology

Psychological Bandits

- Frustration
- Worry
- Inadequacy
- Fear
- Depression
- Overwhelm
- Anger
- Disappointment
- Apathy

Three Keys To A Powerful Psychology



What's On Your Mind?

“Be careful how you think, your life is shaped by your thoughts.”

- Proverbs 4:23 (NCV)

The Vicious Cycle

What you THINK impacts...

How you FEEL which impacts...

What you DO which impacts...

What you THINK... and so on....

What is YOUR Reality?

Actual Event



Belief



Consequence

Transform Your Thinking

- STEP 1:

What are you telling yourself when you encounter a psychological bandit?

What negative thoughts run through your mind?

Transform Your Thinking

Three Helpful Questions

- What am I believing about myself?
- What am I believing about the situation?
- What am I believing about others?

Transform Your Thinking

STEP 2:

Identify the **DISTORTION** in your thinking.

Common Distortions

David M. Burns The Feeling Good Handbook

- Fortune-Telling / Mindreading
- Overgeneralization / Mental Filter
- Discounting The Positive
- Magnification
- Emotional Reasoning
- Labeling

Transform Your Thinking

STEP 3:

Replace the Limiting (unrealistic) Belief

With

An Empowering (realistic) Belief

Transform Your Thinking Approaches & Methods

- Be A Friend To Yourself
- Create An Inventory Of References
- Condition New Beliefs Daily

Networking Strategy

- *What* is Networking?
- *Why* Network?
- *Who* Should I Network With?
- *Where* Should I Network?
- *When* Should I Network?
- *How* Should I Network?

Networking Strategy *What* Networking ISN'T!

- Running Around To Get As Many Business Card As Possible
- Always Looking For The Next Person Important To Network With
- Moving On As Soon As You Realize I Can't Help You

Networking Strategy

What Networking Is!

- Connecting With Others
- Building Rapport

Networking Strategy

Why Network?

- Business Development
- Career Search
- Career Growth

Networking Strategy

Who Should I Network With?

Networking Strategy: Who?

Relatives & Friends

Previous bosses, co-workers

Clients/Customers/Vendors

SOA & ASNY meetings & receptions

Business networking groups

Committees & Volunteer organizations

Parents of children's friends

Fellow alumni

Your Doctor, Dentist, Lawyer, CPA, etc.

Networking Strategy

Where Should I Network?

When Should I Network?

Networking Strategy: *How* Should I Network?

FOCUS

- Have a clear overall objective
- Have a clear objective for every networking venue and each networking meeting

Networking Strategy

Have a clear objective



Networking Strategy: Have a Clear Objective

- Title
- Responsibilities (Management duties?)
- Large or Small Company
- Type of company (L&H, P&C, Specialty, Consulting, Software)
- Compensation
- Environment (formal or informal, etc.)
- Location, Travel, Level of Staff Support

Networking Strategy

Take 1 minute to meet someone you don't already know, but this time ask these questions:

“What’s your name?”

“What do you do?”

“What do you like best about that?”

Networking Strategy

Develop and Maintain Your Network

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At Work

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dering whether to give clues about her race did by creating two versions of her resume. Version A included information about her diversity experiences. Version B made no mention of race.

All of this could be moot, though. If you've been building relationships throughout your career, you wouldn't be spending much time just sending out resumes when you're looking for a new position. You'd rely on these strong relationships to speak on your behalf and refer you to decision-makers. And with their word as an endorsement, it won't matter what the color of your skin is, because your reputation precedes you.

□
Career consultant Andrea Kay is the author of "Greener Pastures: How To Find a Job In Another Place," "Interview Strategies That Will Get You the Job You Want," and "Resumes That Will Get You the Job You Want." Send questions to her at No. 123, 2092 Madison Road, Cincinnati, OH 45208, or via e-mail to andrea@andreakay.com.

Your Marketing Headline

- Label Format :

“I’m an accountant”

- Process Format:

“ I prepare taxes and financial statements”

Your Marketing Headline

- Solution Format :

“What I do is help people save money on taxes.”

- Problem Format:

“ I work with people who are frustrated that they pay too much in taxes.”

Solution Format Formula

“I help (or work with, or assist)

(name your target market)

(name your solution).”

Problem Format Formula

“I help (or work with, or assist)

(name your target market)

who are struggling (having problems,
frustrated) with

(name your problem).”

Marketing Headline Samples

I help job seekers who are struggling to get interviews find the Best Job Now!

I work with entrepreneurs, consultants and sales professionals who are struggling to attract the clients they need to significantly grow their business.

Marketing Headline Exercise

Come up with two Marketing Headlines for yourself:

1. Solution Format
2. Problem Format

Three Keys To Career Success

- Psychology
- Strategy
- Skills

What's Next?

New Business Explosion!

Unlock Your Career Potential!

Kick Start Your Career Search!

PROMOTING YOU:

Become A Self-Marketing Machine

Exercise Handouts and Exhibits

Dave Miller / John Hadley

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Cognitive Distortions

1. All-Or-Nothing Thinking

You see things in absolute, black-or-white categories.

2. Overgeneralization

You see a single negative event as a never-ending pattern of defeat.

3. Mental Filter

You pick out a single negative detail and dwell on it exclusively.

4. Discounting The Positive

You reject positive experiences by saying they "don't count."

5. Jumping To Conclusions

(A) **Mind reading**: you assume people are reacting negatively to you when there's no definite evidence for this. (B) **Fortune-telling**: You predict things will turn out badly.

6. Magnification or Minimization

You exaggerate the significance of your problems and shortcomings and you minimize the value of your desirable qualities. The glass isn't half-full...it's bone dry!

7. Emotional Reasoning

You reason from how you feel. "I feel uncomfortable asking for the sale, so it must be an inappropriate thing to do." Or "I feel inadequate so I must really be inferior."

8. "Should" Statements

You tell yourself that things *should* be the way you hoped for or expected them to be. "Musts", "oughts" and "have tos" are similar offenders.

9. Labeling

This is an extreme form of all-or-nothing thinking. Instead of saying, "I made a mistake," you attach a negative label to yourself: "I'm a loser."

10. Personalization and Blame

You blame yourself for something you weren't entirely responsible for, or you blame other people and overlook ways your own attitudes and behavior might contribute to a problem.

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Transform Your Thinking Worksheet

Automatic Thoughts	Distortions	Rational Responses
1.		
2.		
3.		
4.		
5.		

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Marketing Headline Templates

Solution Format:

“I help (or work with, or assist) _____ (name the target market you work with) _____ (name your solution).”

Problem Format:

“I help (or work with, or assist) _____ (name the target market you work with) who are struggling, having problems with, frustrated with _____ (name your problem).”

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Marketing Headline Samples

Career Search & Enhancement Counselor

Solution: "I help job seekers find the Best Job Now!"

Problem: "I help job seekers who are struggling to get interviews tap into the hidden job market so they can find the Best Job Now!"

Solution: "I help people navigate around obstacles to achieving their career potential."

Problem: "I help people who are frustrated that their job or career path isn't as satisfying as it once was, navigate around obstacles to achieving their career potential."

Business & Sales Coach:

Solution: "I help entrepreneurs, consultants and sales professionals to attract new clients and significantly grow their business."

Problem: "I work with entrepreneurs, consultants and sales professionals who are struggling to attract the clients they need to significantly grow their business."

Life Coach:

Solution: "I help people overcome the challenges that prevent them from realizing their full potential and achieving extraordinary results."

Systems Testing:

Problem: I work with companies who are frustrated that new systems or programs don't work exactly as advertised, by helping ensure they do what they are supposed to.

IT Training:

Solution: I help workers understand their computer software.

Marketing Consultant

Solution: I help you increase your business network by 21% in 21 days or less.

Presentation Skills Trainer

Solution: "I help people slay the dragons of fear when they get up to speak."

Chiropractor

Solution: "I assist people with back problems get back to work and back to better health."

Problem: "I assist people with nagging back problems that they've been putting up with but just can't seem to get rid of."

Management Consultant:

Problem: "We work with companies who are frustrated that they are losing productivity and collaboration because of conflict."

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