

## Guidelines for Effective Self-Promotion

 [smartrecovery.org/smart-recovery-toolbox/guidelines-for-effective-self-promotion](https://smartrecovery.org/smart-recovery-toolbox/guidelines-for-effective-self-promotion)

1. Take time to list all your accomplishments and qualifications.
2. Examine how you feel when you are talking about your assets.
  - Do you feel awkward and tense?
  - Embarrassed?
3. What messages are you telling yourself?
  - Do you wonder if people will think you're boasting?
  - Are you concerned about your perceived lack of accomplishment?
4. Identify your irrational beliefs. E.g.:
  - People should automatically see my accomplishments.
  - I couldn't stand it if people thought I was bragging.
  - I am not good enough for this job.
  - Any other irrational beliefs you hear yourself saying.
5. Challenge these shoulds, musts and demands for comfort and approval.
  - Why is it awful to remind people of my value?
  - Why can't I stand people thinking I am boastful if it will help my career?
6. Replace your irrational beliefs with more rational ideas.
  - It is useful to find ways to show my worth to the organization even if others don't approve.
  - If I don't believe in myself, who will?
7. Develop a careful plan to make significant people aware of your accomplishments.
  - "Memo" or verbally inform people when you complete a significant project.
  - Report your successes in the company newsletter.
8. Don't be discouraged or put off if others laugh at your efforts.
9. Stay focused – your goal is to be recognized as a valuable employee.
10. Relax and be patient – success is a long-term project, not an immediate need.



