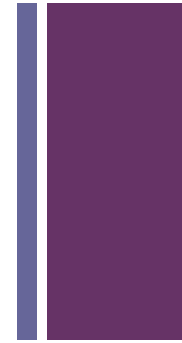


Marketing yourself

Kate Deller-Evans

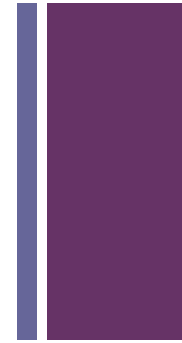
+ The basics



Define your self-promotion objectives!

- Who are you?
- What do you do?
- What are your special areas of expertise?
- Who are you writing for?

+ The first step



Present a professional image

- Have a quality photograph taken
- Keep at the ready an array of shots for specific purposes
- Business cards – may be more than one
- Self-promotional material must be amassed...

+ Suffering to write about yourself

- Write a 50 word bio
- Write a 100 word bio
- Plot a one-page CV
- Imagine a two-page CV – targetted...





+ Fitting the CV to the task

- Rewrite your CV for each and every di
- Be appropriate in what you provide. (I don't care!)
- Keep your CV up-to-date
 - even if you just add loose bits

+ Begin a file... on... YOU!



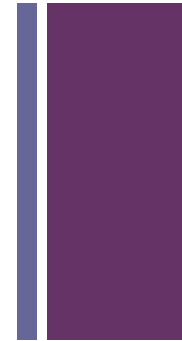
- Buy a nice folder and make it all about yourself!
- Keep any
 - articles - about you, your work, your successes - anything
 - emails from people who congratulate you, or thank you
 - anything of relevance

+ Learn how to speak

- Public speaking is scary!
- Update your skills NOW
- Quick lesson: 3-part structure to talk, don't bore, keep time
 - PURPOSE & AUDIENCE! – entering behaviour, attention getters, ideas not words
 - Make sure you make the connection FIRST!
 - Eye contact! Stance – gestures – posture – costume...
 - Friendly faces – then questioning – BE PREPARED!



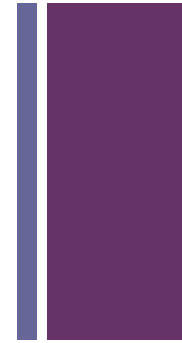
+ Getting OUT THERE



Take any opportunity to speak about your work

- Approach your local library and offer to talk on your subject
- Request to speak at a service club – Rotary, Lions etc.
- Go to a school and give a talk to parents or teachers
- See if the University of the Third Age would appreciate a course or lecture
- Prepare to speak to the community where you can...

+ MEDIA



- Radio offers a good chance – ring ABC 891, Radio Adelaide, local comm
- Prepare to speak to journalists – be aware there might be a range of que
- Have you considered beginning a blog? Do you have a website? What r
- Expect the unexpected – and hostility – why? They are trying to get an a

The more conflict the better! – for them – not you!

+ Media releases



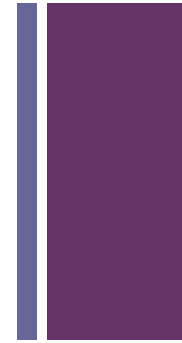
- Many stories published come from the protagonists themselves
- Learn how to write a media release – or send off the story you want in print
- Communicate your message clearly
- Target outlets
- Be concise
- Type: MEDIA RELEASE, centred on top
- Give ALL relevant information (don't miss dates, times, places, titles – often

+ Your portfolio



- Have an up-to-date information on workplace website
- Make your info reader-friendly! Not everyone is an academic
- Keep track of your material – also of your processes – have a file of attachments
- Start a contacts address book – with all info you can
- Join groups that will advance you – put yourself on committees in the company
- Make yourself available!

+ Final thoughts



- Apply for prizes, put your name up for awards & go for grants
- Use any excuse to write about something that interests you and is part o
- Think of opportunities that are interstate and overseas
- Begin/keep up a dialogue with events that you might like to attend
- Write and speak to others who might assist you

BE PRO-ACTIVE & PROFESSIONAL – be yourself & be happy!