

"This book will, without question, positively impact the career trajectory of those professionals who follow Stone's clear and actionable suggestions."

-Thomas J. Flanigan, SVP, Clarion Partners

THE *A*RT OF SELF-PROMOTION

TELL YOUR STORY,
TRANSFORM YOUR CAREER



DEBBY STONE, JD, CPCC, PCC

Foreword by Dr. Alan Zimmerman

Praise for *The Art of Self-Promotion: Tell Your Story, Transform Your Career*

“A helpful tool in developing your best career manager — you.”

Kristy Weathers, Professional Development Partner, Sutherland

“Telling your story effectively is critical. This book does a masterful job of teaching you how to do that confidently and authentically to advance your career.”

Amena Ali, SVP & General Manager, WeatherBug Home

“This book provides practical insights about effective self-promotion that students and early career professionals can readily understand and immediately apply in the workplace.”

La Tondra Murray, Ph.D., Director, Pratt Professional Masters Programs, Duke University

“Self-promotion is truly an art, and Stone's insight, guidance, and tools are invaluable to all – from students to managers to C-suite executives to entrepreneurs. Career advisors and our clients should pick up this book and keep it handy at all stages of career growth, including networking opportunities, interviews, annual reviews, and media interviews.”

Emily Kapit, MS, MRW, ACRW, CPRW,

Triple Certified Resume Writer and Lead Career Strategist, ReFresh Your Step Career Development & Advisory

“Even those of us who have risen to a level of professional success can be reminded of our need for efficient and effective self-promotion.”

Lori Reese Patton, Chief Learning Officer & Special Counsel, Womble, Carlyle, Sandridge & Rice, LLP

“In today's highly competitive environment, it is essential for C-level executives to be role models for extolling the benefits of their company's products or services. This book tells you and your team how!”

Garrett R. D'Alessandro, Chief Executive Officer,
City National Rochdale Investments

About the Author



**Photo by
Erik Meadows**

Debby Stone, JD, CPCC, PCC is the founder of Novateur Partners, an executive coaching and leadership development consultancy serving corporate leaders, entrepreneurs, lawyers and the organizations in which they work. Novateur is known for combining extensive real-world experience with entrepreneurial creativity to assist its clients in developing practical strategies for success.

As a professional speaker, Debby has presented programs at corporations, law firms, professional associations, educational conferences and universities. She leverages her breadth of experience to connect with audiences in various industries including finance, law, engineering, government, real estate, travel, entertainment and technology.

Prior to embarking on her coaching and speaking career, Debby practiced law for 16 years and worked as a management consultant at Bain & Company.

Debby graduated *magna cum laude* from Duke University's Sanford School of Public Policy and holds a JD with High Honors from the Duke University School of Law. She received her certification as a professional co-active coach through the Coaches Training Institute and has earned the credential of Professional Certified Coach from the International Coach Federation.

Debby has been quoted in numerous publications including *The Wall Street Journal* and has been featured in several books including *45 is the New 25* and *Good Enough is the New Perfect*.

When she is not coaching or speaking, Debby contributes her time to several non-profit organizations. She is a foodie who enjoys running, reading and traveling. She is also an avid Duke basketball fan. Although Debby's work knows no geographic boundaries, she and her husband live in Atlanta.

If you would like to book Debby Stone to speak at a conference, sales kick-off, corporate retreat, lunch and learn or other event, please contact her via Novateur Partners – info@novateurpartners.com and 404-975-3000.

THE *A* RT
OF
SELF-PROMOTION

TELL YOUR STORY,
TRANSFORM YOUR CAREER

Debby Stone, JD, CPCC, PCC

Foreword by Dr. Alan Zimmerman

Table of Contents

Foreword.....	i
Introduction.....	v
Chapter One: The What and Why of Self-Promotion	1
Chapter Two: It's All in Your Mind	15
Chapter Three: Shift Your Thinking.....	27
Chapter Four: You've Got the Power	45
Chapter Five: Mindsets of the Masters.....	57
Chapter Six: Reflect on It	87
Chapter Seven: "Sanctioned" Self-Promotion"	125
Chapter Eight: Transforming Your Career.....	143
Chapter Nine: Putting It All Together	153
Endnotes	157
Acknowledgements	159
About the Author	163
About Novateur Partners	165

Foreword

by Dr. Alan Zimmerman

The elusive missing ingredient in career success...people have been looking for that for years.

As a youngster, I thought the secret was IQ. If a person was lucky enough to be born with a lot of it, I was certain that person would be a huge success at whatever career he or she chose.

Later I learned that there's little or no correlation between IQ and career success. Haven't you ever met someone who's too smart for their own good?

As a student working on my various degrees, I thought the secret was grades. Even though I might not be the smartest person at the university, I reasoned that no one could outwork me. No one could study longer or harder than me. That proved to be true, and I did graduate at the top of all my classes with the highest academic honors.

However, the research shows that many successful leaders graduated in the bottom half of their classes.

Obviously, neither one of those two items was the missing or so-called "secret ingredient" in career success.

I then embarked on a 30-year research project to discover the "secret." My conclusion came down to a simple formula, that $\text{Purpose} + \text{Passion} + \text{Process} = \text{Payoff}$. A person must have all three elements to ensure the payoffs — life and career success — he desires.

First of all, Purpose. If a person doesn't stand for something, he will fall for anything. It's purpose that gives meaning to a person's life and career. And purpose can be discovered and/or clarified, if need be.

Second, Passion. Passion is the fuel that keeps a person going in good times and bad. It is a combination of attitude, persistence and character, all of which can be built and maintained, if a person knows and uses the right skills.

Third, Process. Some people have an admirable purpose and a burning passion, but their results are dismal. They didn't have much to show for all their good intentions and hard work. They desperately need some personal and professional processes to bring it all together.

I am still convinced that my formula of $\text{Purpose} + \text{Passion} + \text{Process} = \text{Payoff}$ is the way to incredible success, and it will work for anyone in any career or any place in life.

However, I now know there is one more critical ingredient in the formula for success, and Debby Stone has eloquently

revealed that all-important ingredient in this ever-so-valuable volume.

After all, a person could have a clear purpose, plenty of passion and some effective processes, and still not get his career off the ground, because he is lacking one more crucial thing: the ability to self-promote.

Quite sadly, most everyone needs a great deal more of this self-promotion skill. And until now, there have been very few resources available to teach a person how to do it well.

The result has been that people tend to go to one extreme or another when it comes to self-promotion. Some tend to be arrogant or braggadocio, which turns off almost everyone that might help a person who is trying to start, build or

change her career. Others are so weak and timid in telling their own stories that others never even know that person is trying to advance her career.

However, I now know there is one more critical ingredient in the formula for success, and Debby Stone has eloquently revealed that all-important ingredient.

—Dr. Alan Zimmerman

In this book, Debby strikes the perfect balance, teaching the reader how he or she can deliver a confident, self-promoting story that engages the interest of others — and keeps the conversation going. Her advice is not only critically important but also practical and applicable.

Quite simply, I wish I'd known Debby's tried-and-true method decades ago.

It would've saved me years of wrong turns and dead ends as I developed my career as a university professor. And it would have given me a shortcut to success as I changed my career from teaching to professional speaking and writing.

Here's the good news: you don't have to go down the trial-and-error path to the career success you want. Simply read this invaluable book and apply its lessons. Get started now, and you'll be well on your way to telling your story *and* getting the career you want!

Dr. Alan Zimmerman

Author of *The Payoff Principle: Discover the 3 Secrets for Getting What You Want Out of Life and Work*

Introduction

What makes some people so much more successful in navigating their career paths than others? Why do some seem to constantly move forward while others stagnate? What makes the difference?

Think of the people you've met who are most successful in their chosen fields. When you first meet them, they capture your attention in a few short seconds, don't they? They are immediately credible. They quickly create curiosity so that you want to get to know them better and learn more about what they do. They have mastered the art of self-promotion.

I am an executive coach, keynote speaker and workshop leader. In these roles, I've had the opportunity to work with a wide variety of people over the last 13+ years.

My clients have ranged from C-level executives to people who have been laid off from their jobs, from lawyers to middle managers in large companies, from entrepreneurs to authors and from those nearing retirement age to students preparing to enter the workforce.

Over the years, I've realized that all of my clients, regardless of their title, status, age, gender or rank need to tell their stories in order to reach their career goals. In other words, each of them needs to be able to self-promote. I've also learned that nearly every one of them is less effective in promoting themselves and telling their stories than they could be and should be. In short, my work has shown me that few have mastered the critically important art of self-promotion. All of us have unique stories to tell, and it is those stories that set us apart.

Whenever I conduct workshops on The Art of Self-Promotion, the room fills to capacity. My individual coaching clients are also hungry for tools to help them tell their stories more effectively. People are eager to learn the art of self-promotion. They recognize the importance of telling their stories but are not sure how to do it. In addition, they bring baggage with them in the form of all of the experiences they have had with over-promoters — the people who promote themselves in an off-putting way.

When I ask clients and workshop participants to tell their stories, they often fall silent.

They're afraid and uncomfortable practicing the art of self-promotion. Often, they feel that self-promotion is somehow shameful and wrong.

My purpose in writing this book is three-fold. First, I want to shift the way you think about self-promotion. Simply by virtue of the fact that you are reading this book, I know you're interested in becoming a more effective self-promoter. I also know from my years coaching and training people in this arena that you likely have some deep-seated mindsets about self-promotion that are getting in the way of your effectiveness. I want to help you uncover those disempowering mindsets and begin to shift them toward beliefs that are more positive and empowering.

My second objective is to give you tools to help you craft your self-promotion story. While it's critically important to shift your mindset so that you feel empowered to self-promote, it is equally vital to know how to self-promote so that your efforts help you reach your career goals. It's one thing to think, "Yes, self-promotion is something I'd like to do," and another thing all together to know that you have the tools at your disposal to tell your story effectively. I want you to finish reading this book with those fundamental tools and skills.

Third and finally, I want you to walk away with a practical plan for promoting yourself in the most effective way to the people in the best positions to help you reach your individual career goals. Tools are great, but only if you implement

them. I want to be sure you are armed with a self-promotion plan and the accountability you need to implement it.

Powerfully and comfortably telling your story will be the key to reaching your goals, regardless of whether you seek a new job in your current field, a promotion within your organization, a larger, more ideal client base or a new career path entirely. People who master the art of self-promotion are those who find themselves successful in every arena. They are at the top of their fields, have the most success in interviews, develop more clients, get the best assignments and are the most quickly promoted.

So, let's dive in, figure out what stops you from self-promoting and get those roadblocks out of the way so you can learn to tell your story and transform your career.

Chapter One

The What and Why of Self-Promotion

As I said, I am an executive coach, keynote speaker and workshop leader. I am also a former practicing lawyer. Often, when I meet new people, one of the first things I am asked is how I ended up doing what I do for a living.

Believe it or not, the journey began when I was in fourth grade. I was cast to play Annie in our school musical, *Annie Get Your Gun*. This was a really exciting opportunity for me. I was thrilled that I landed the lead role until I found out that the girl who played Annie had to sing a solo in front of the whole school. It was then I discovered that I am not a naturally gifted singer.

For those of you who are not familiar with *Annie Get Your Gun*, one of the most well-known songs from the musical

includes a refrain of “Anything you can do, I can do better. I can do anything better than you.”¹



Annie Oakley

I took this line as my anthem and in spite of my lack of natural singing talent, I persevered and performed in the role of Annie in front of my schoolmates and family members. And, although my musical theatre career came to a screeching halt, I learned that I loved being on stage.

So, at age nine, I had to coach myself into a new career path.

I detoured from the stage and after graduating from high school in a suburb of Atlanta, I went to Duke University where I majored in public policy. I then worked briefly as a management consultant with Bain & Company. Although I loved my clients and colleagues at Bain, I quickly figured out that heavy analytical work was not something I wanted to do for the long haul.

Having eliminated number crunching as well as musical theatre from my possible career list, I went back to Duke in the late 80's and got my law degree. This set me on a 16-year trajectory of practicing corporate, technology and trademark

law. I began working with a large law firm back in my hometown of Atlanta and later started and ran my own practice. Over the years, I represented companies of all sizes and stages in a variety of industries. I met a tremendous number of really talented people and crafted legal strategies to help them grow their businesses.

While I enjoyed certain aspects of practicing law, I always felt that something was missing. I most enjoyed working with clients, meeting new people, learning about businesses and helping clients set goals. In fact, during the time I had my own law practice, I was often out networking and meeting new people in an effort to build my client base. This is when I began honing my own self-promotion skills, sharing the pieces of my story that made me unique in my chosen field. During this time I also found my true calling: coaching.

While networking, I began meeting coaches. I was intrigued by how they described their work and by the idea of partnering with people to help them reach their goals and become more successful. I realized that I could leverage everything I had learned about self-promotion, everything I had learned about working with people, and everything I had learned about running a business, but in a completely different way. So I changed careers again.

In 2002, I hired a coach for myself. I went through coach training and certification with the Coaches' Training Institute,

and I founded my company, Novateur Partners. As of the writing of this book, I've been doing this work for almost 14 years. I coach and train people all over the United States and just this year, I led my first training abroad.

I work one-on-one with individuals, and I also speak and conduct workshops for groups, both small and large.

I love that I get to partner with people so that they reach their goals more quickly and easily than they would have without coaching. And, I love helping my clients tell their stories more effectively and seeing them transform their careers.

I also love that as a keynote speaker and workshop leader, I've found a way to get myself back "on stage" without ever having to sing another solo!

Tell Your Story to Transform Your Career

I tell a version of that story every time I begin a self-promotion workshop. When I finish, I always ask the workshop participants what they notice in hearing my monologue. They tell me that I made them laugh, that I shared my credentials without being boring, that I engaged them, and that I circled back so that I ended where I began.

All of those observations are accurate. In addition, and perhaps most importantly, I told a story — a self-promotion story. I comfortably, artfully and confidently told a self-promotion story that allowed me to weave in all my credentials and all of my relevant experience. I gave my audience the story version of my resume, and I did it with my own unique twist. I established credibility while creating curiosity so that my audience stayed engaged.

At the core, self-promotion is simply being able to tell your story in your own voice. It's using your passions, your interests, your personality, and your humor to communicate your value to those who need to know who you are, what you do, and how well you do it. Self-promotion is about being authentic, confident and proud. It's also about tempering your pride with humility so you don't find yourself going over the top.

Self-promotion is about being authentic, confident and proud.

Self-Promotion Fundamentals



What it is



What it is NOT

Telling Your Story	Selling Yourself
Being Authentic	Putting on a Persona
Positivity	Disparaging Others
Confidence	Arrogance
Showcasing Your Strengths	Bragging
Highlighting Your Accomplishments	Oversharing and Overpowering
Establishing Your Credibility	Regurgitating Your Resume
Creating Curiosity	Reciting a Boring, Canned Speech
Leveraging Your Experiences	Embellishing the Truth

That’s what this book is all about. How can you learn to tell your story? How can you effectively, comfortably and confidently communicate your value? How can you master the art of self-promotion?

Before we delve into how you can become a more effective self-promoter, I’d like to help you hone in on how mastering the art of self-promotion could help you transform your career.

Ask yourself, “How could telling my story more effectively help *me* in my career? If I were better at self-promotion, what would the impact be?”

There are many possible answers — many ways that self-promotion could be a game-changer for your career. Maybe you need to develop more business for yourself or your company. If you want to develop business, people need to know who you are and what you do.

Perhaps you can identify with David. David is a CPA who works in a small accounting firm. When I began coaching David, I asked him how being a more effective self-promoter could help him. He told me that originating and maintaining a robust roster of clients is critical to success at his firm. In fact, developing more business was the final barrier that stood between David and partnership at his CPA firm.

Or, maybe you’re an entrepreneur. Cultivating a flourishing network that generates business is critical to your company’s success and your continued ability to put food on the table. Like my client, Josie, who owns an architectural design firm, client development is something you need to be doing all the time if you want to keep the doors open. Those who master the art of self-promotion create strong relationships that lead to increased business.

Perhaps you see that being a more effective self-promoter will ensure that your employer and your clients know they can trust you. You want them to have confidence in you and your work. You may identify with Mike. Mike worked tirelessly for his company but because of several reorganizations within his department, no one knew what he was doing or how he contributed. His newest boss had no idea that Mike was the superstar in the department, so Mike needed to learn to tell his story. As with Mike, effective self-promotion is your vehicle for telling your story so that your bosses and clients know they can rely on you and your skills. Self-promotion is a way you can increase your credibility.

Of course, if you're job hunting or contemplating a change in your career path, self-promotion is a necessity. How you tell your story is an important influence on your job hunting success. I worked with Abby, a seasoned staffing company executive, who wanted to change her career path at mid-life. By telling her story with more passion and authenticity, she opened the door to opportunities in her newly chosen field.

Maybe you want more acknowledgement or to be given more plumb assignments at work. Self-promotion is important in these situations, too. If you effectively promote yourself, you will be able to build your brand.

Those with a need to know will be familiar with you and what you bring to the table. Like my client, Ron, a manager in a

payment processing company, you may see that effective self-promotion will move you from toiling in the background to playing on the front lines in your company.

These are just some of the ways that being an effective self-promoter can help you transform your career path and move forward toward your goals. Based on what I've seen and heard from my coaching clients and workshop audiences, I think we can agree that effective self-promotion is a necessary component of any good career development plan.

A Note to C-level Executives

If you are currently at the C-level within your organization and you have picked up this book, you may be thinking that it is not aimed at you. You may not believe that self-promotion applies to you given where you are in your career trajectory. While it's true that you probably don't have traditional performance reviews and you may not be looking to change jobs or career paths, you still need to be thinking about how you promote yourself and your organization.

Admittedly, when I began writing this book, I did so with the clear conviction that mastering the art of self-promotion is critical to anyone embarking on a career, changing careers, or pursuing the next rung on a career ladder (or jungle gym, as Sheryl Sandberg describes it)². However, at that point, I

hadn't explicitly considered the applicability of these concepts to those of you who are at the pinnacle of your careers. That is until my husband and colleague, Dan Sheedy, asked me whether I was writing a C-level self-promotion section for this book. Like me, Dan coaches a number of C-level executives, and he reminded me of the importance of self-promotion to those of you who are running organizations.

There are multiple ways in which the concepts in this book apply to you. First, we're all accountable to someone. Although you may not have a boss in the traditional sense, you likely report to a board of directors or have clients or shareholders to whom you are accountable. For you to continue to be successful in your role, they need to know what you are doing, how you are doing it and why you continue to be the right person for the job.

Second, you're a role model for everyone else in your organization. If you are adept at telling your story (and the company's story), then you are setting a great example for others who need and want to do the same.

When your company's employees consider whether self-promotion is appropriate, they will be looking to you for guidance. How you talk about your accomplishments, and those of the company, will influence how your company's employees tell their individual stories and the company's story

when they are out marketing your organization's products or services.

Third, when you are adept at self-promotion, it benefits your company's brand and reputation. As a top executive in your company, you influence the brand more than anyone else. You are the face of the organization, so the way you tell your story and the company's story is critical to continued growth and success. What are your company's strengths? What has your organization accomplished? What is the company passionate about and committed to? What is the company's history and how is it different from other organizations? What is your brand and how can you reinforce that brand?

Finally, you should read this book because your employees should read this book. Self-promotion is an art that you and your leadership team should encourage your employees to master. When the people in your organization can tell their stories effectively, everyone benefits.

Armed with a clear, powerful story, your company's leadership team is better able to acquire the information it needs to hire and promote the best people.

As Jim Collins said in *Good to Great*, you have much higher odds of getting "the right people on your bus."³ Your company's bottom line is enhanced because your team attracts more clients and develops more business. If your

organization's story is being told effectively, good things will happen.

The benefits of mastering the art of self-promotion are many, not only for you, but also for the other individuals in your organization and your company as a whole.



To Know

- ❏ Self-promotion is all about telling your story in your own voice; leveraging your passion, your personality and your sense of humor to confidently communicate your value to others.
- ❏ Mastering the art of self-promotion can transform any career through (i) increased business/client development, (ii) enhanced credibility and brand recognition, and (iii) improved job interview performance.
- ❏ Whether you are seeking your first job or are at the pinnacle of your career, mastering the art of self-promotion pays dividends.



To Explore

- Consider the following questions: (i) How could telling my story more effectively help me in my career; and (ii) What would the impact be if I mastered the art of self-promotion?
- If you are a C-level executive, ask yourself: How could masterfully telling my story and my company's story affect our brand, our sales and the organization's bottom line?

Buy Your Copy Today!

www.artofselfpromotionbook.com

EBook Available on Amazon and at other online retailers

