

Marketing The Best You
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When you think of the word "marketing", most people automatically associate the term with a business, however, in this article it will be associated with you, the virtual business owner.

Now picture this, Zipgirl is attending a network gathering and someone walks up to her and says "Hi there, my name is ABC and I represent XYZ company" Zipgirl responds, pleased to meet you, my name is Zipgirl and I work from home. Well, ABC simply nodded and walked away. Would you have done the same as ABC? Did Zipgirl say enough to attract your attention or enough to make you want to stay and listen? I think we both agree in a resounding NO.

To often times when we are asked who we are and what we do, we short change ourselves by not marketing the best in ourselves. How can I do it better you ask? Below are some questions that will help you to identify your marketing strengths as well as your challenges:

- Can you describe your personality in just five words?
- Are you totally committed as well as passionate about what you do?
- Are you always optimistic about what you do in spite of the challenges you face?
- Are you happy doing what you do?
- What's unique about your service or product?
- What type of energy do you release when you talk about your business? Do you leave people fascinated and wanting to learn more or bored and uninterested?
- When out promoting your business, what does your outward appearance say about you? Do you walk with your head down? Do stay cooped in the corner of the room or are you out in the crowd taking charge, meeting people with a smile, standing tall and bringing out the best in those you meet?

Next, I'll share with you some tips on how to market the best in you:

- Always present a pleasant smile, whether on the telephone, in person, in email or even in a fax (SMILE)
- Do what you love (you'll be more fulfilled)
- Don't try to be the jack-of-all-trades (you do everything and anything) rather, specialize (promote the one thing or area you do best)
- Be unique (original)
- Always be professional
- Always be yourself
- Always express a sense of passion in what it is you do
- Always explore ways to enhance yourself (personally, professionally, and/or spiritually)

As you can see, marketing the best you is more than just selling or promoting your business and it's products or services. As a business owner, you are in most cases the business (when people meet you, they are immediately exposed to the quality of your service or product). In the virtual world however, people won't necessarily meet you face-to-face but they too are exposed to the quality of your service or product. How? Through your website, telephone conversation, and/or via email responses.

In closing, remember this, first impressions are everlasting, so when given the opportunity always remember to market the best in You...

Until the next time,

Victoria