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The Five “A's” to Marketing Yourself

With this application your business and income will flourish and next year’s tax forms will be the proof in the pudding!

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As 1099s and W-2s are posted in the mail for the previous year’s earnings, I often ask myself how can I earn more this year than I did last? There are many factors that affect that question. Productivity cost of doing business, sales pipeline and the economy to name a few.

One of the key ingredients to having a more profitable year is marketing.

Now whether you are the business owner or an employee everyone engages in some type of marketing. Recently one of my trusted advisors and I were speaking of this very topic of marketing oneself. There are so many factors involved. In fact I believe that often we don’t realize the impact of the little things we do that affects how others respond to us. Let’s take a look at some of those areas.

Appearance: This is an important aspect of how people perceive us. Sometimes it doesn’t seem fair that how we dress or look weighs so heavily. The reality is that those who we do business with react to us based on how we dress, our grooming and our body language.

Actions: It is true that actions speak louder than words. If what we say contradicts how we act then our integrity is questioned and trust is impaired.

Attitude: Now you may be wondering what in the world does our attitude have to do with how we market ourselves. The secret here is being positive. Humans are drawn to light and positivity. If you exude a positive outlook and demeanor in how your carry yourself and your promotional

materials others will want to associate with you. We all like winners or the perception of being associated with winners.

Associates: Who you associate yourself with will determine your income level. As was mentioned in the attitude section, if you associate with winners you will win. Recently I read that if you want to lose weight or improve your health you need to spend time with people that are striving and actually reaching their health and fitness goals. We all need positive reinforcement. The same holds true for increasing your income associating with those individuals who have proven positive work habits. This will subconsciously help you improve your daily habits.

Accountability: Being accountable for your actions or lack of actions will put you on the fast track to economic growth. So many people in the world fall into the habit of blaming others for their circumstances while not looking at themselves in the mirror. Then ask themselves what could I have done differently and what was my part in the outcomes.

There is so much to explore with each of these five topics in marketing yourself.

> ***One of the biggest questions you need to ask yourself is, "would I buy from me?" If not, why and what do you need to change within yourself so that the answer is yes.***

It is not enough just to believe you can be successful but to really know it. You need to know this fact with every fiber of your being. If you know something you can't help but exude this positive energy and others will want to associate with you. With this application your business and income will flourish and next year's tax forms will be the proof in the pudding!

Linda Yates has more than 20 years of experience in sales, customer service, marketing, business development and fund raising. She has spoken on topics such as leadership, customer service, personal development and growth, business marketing and communication. She has written for national publications on marketing strategy planning and development and has been a highly sought after asset for a variety of businesses and organizations.

She currently leads the exciting and diverse real estate training experiences on behalf of an industry leading organization. From online seminars to workshops to boot camps, she implements the educational programs that help investors and first-time home buyers thrive in today's real estate market. With extensive project planning, public speaking and educational training experience, Linda distills complex issues into easy-to-understand messages that help individuals from all walks of life achieve their real estate goals.

Prior to working in the real estate industry, Linda executed motivation and training programs to thousands of individuals from several Fortune 500 companies on their internal processes and strategic initiatives throughout North America.

She is no stranger to the world of technology where she advised middle market companies on leveraging their existing business systems and to how maximize their customer relationships through technology.

Linda's expertise is being a conduit to facilitate growth from a personal or business setting. She believes that if you "talk" about it, you better be willing to "walk the talk".

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