

A word about Jeff Davidson



*Jeff is an award-winning lecturer, columnist, media personality, entrepreneur and author of 18 successful business books, including the colossal best seller **Blow Your Own Horn: How To Market Yourself And Your Career**. One of only 2,800 Certified Management Consultants worldwide, he is a highly sought-after speaker, commentator and writer. His articles have been featured in USA Today, Business Weekly, Your Personal Best and many other national publications. He has had more words published than William Shakespeare.*

Propel yourself to the top recognition and rewards

Selling Yourself

Strategies for Successful Self-Promotion

by Jeff Davidson

How can you become a recognized expert in your field? Attract the lucrative clients and customers you really want? Reap greater financial rewards? Get a coveted promotion?

If you want to increase your visibility, stand out from the crowd and build a high profile ... *Selling Yourself: Strategies For Successful Self-Promotion* will help you gain the respect and success you deserve.

Jeff Davidson — a bestselling author, acclaimed columnist and five-time winner of the Small Business Administration's Media Advocate of the Year Award — reveals the secrets to effective self-promotion *step-by-step*.

Today's Most Powerful Tool For Success

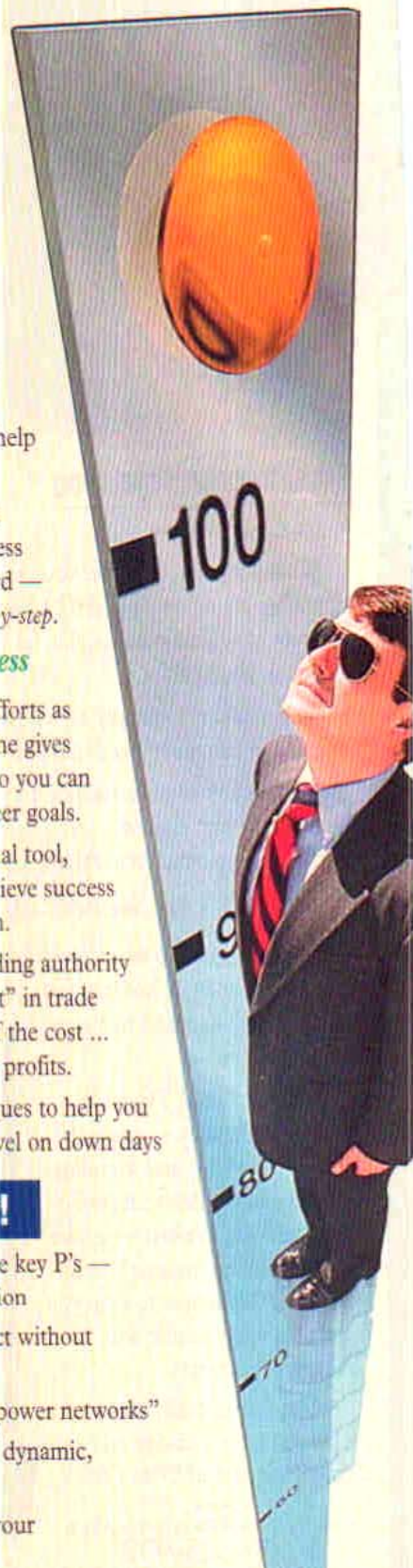
Drawing on his own successful self-marketing efforts as well as the insights of today's top business leaders, he gives you literally hundreds of outstanding strategies ... so you can match each method to your personal skills and career goals.

When you begin using this powerful promotional tool, you'll develop the marketing skills you need to achieve success — no matter what your age, income or occupation.

- *Entrepreneurs:* Discover how to become a leading authority in your industry ... make yourself a quoted "expert" in trade publications ... advertise twice as effectively at half the cost ... and parlay your leadership status into bottom-line profits.
- *Sales Representatives:* Gain invaluable techniques to help you anticipate customer needs ... boost your energy level on down days

10 Self-Marketing Tips That Can Pay Off For You Instantly!

- How to make your work count twice
- How to turn your accomplishments into news
- The "personal marketing plan" you can create and update in minutes
- How to identify and make friends with the 10 most influential people in your industry
- What to do when your boss is an obstacle in your path to the top
- Little-known secrets about the three key P's — promotion, publicity and presentation
- How to gain recognition and respect without being pushy or aggressive
- How to identify and use informal "power networks"
- The 10 keys to mastering the art of dynamic, effective, active listening
- How to use the telephone to hone your persuasive and selling skills



and gain the you deserve!

... sell more profitably by telephone ... and generate qualified leads that amount to more business.

- *Corporate Employees:* Find out how to become your own career coach ... why it pays to work harder when your boss is out of town ... where to find a career mentor ... and how to assure you get the promotion and raise you want.

Each cassette packs dozens of tried-and-true techniques — tactics that take you beyond the basics and enable you to master the art and science of self-promotion.

Build A Reputation For Excellence

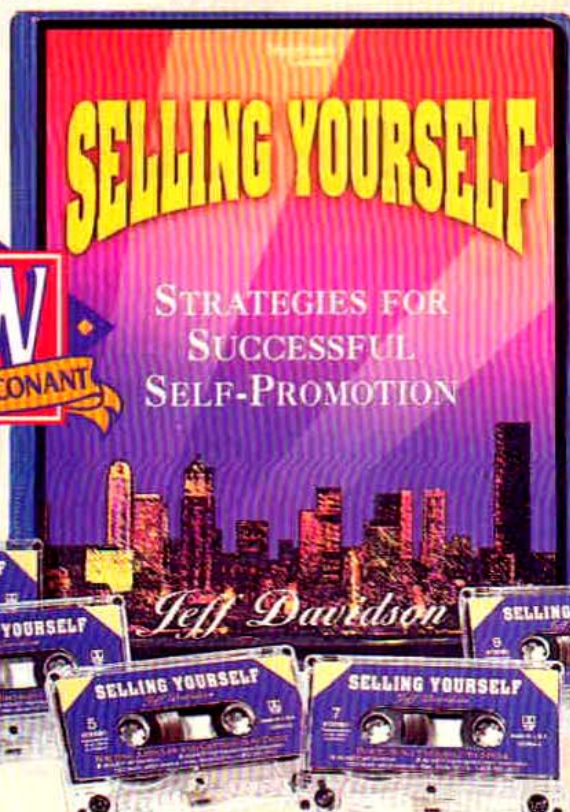
Smart businesspeople know that hard work alone doesn't guarantee success. To thrive and prosper in today's competitive business climate, you need to gain recognition for your accomplishments and make a name for yourself.

This powerful program will give you the tools you need to advance your career and build a reputation for excellence.

Why leave recognition and its rewards to chance, when you can put the odds in your favor and gain the recognition and rewards you deserve? Unlock the sure way to business success with *Selling Yourself: Strategies For Successful Self-Promotion*.

Six Audiocassettes

12590AM \$59.95



A quick look at *Selling Yourself:*

Tape One

How to successfully promote yourself without making it a full-time job; secrets of effective goal setting; making your work count twice; how to build your self-confidence; why honing your sales skills is absolutely essential.

Tape Two

The rewards of having mentors; why you should enlist a personal "advisory board"; five ways to make yourself indispensable to your employer or customers; how to write powerful press releases, ads and letters.

Tape Three

Six benefits of writing articles and getting published; how to complete 70%-80% of an article in minutes; why it pays to include a professional photo; where to find publications looking for your articles.

Tape Four

Six ways public speaking will help you reach your goals; how to develop persuasive speaking techniques; eight timeless tips for giving winning presentations; getting maximum mileage out of every speaking engagement.

Tape Five

First-class self-promotion tools: using video and CD-ROM; why short presentations pack the most power; subtle gestures that heighten the impact of your presentation; how to build a power network: secrets of creating mutually beneficial relationships.

Tape Six

How to get on television; seven reasons why producers want you; nine things to do *before* you air to ensure success; how to use the "rule of fives" in a television interview; how to get people to remember you.