



## **Eilidh's 10Tips to... “Promote Yourself - Increase your Visibility”**

### **1. Be personally well prepared**

Project a positive and professional impact

Well dressed, well groomed with a 'Wow' factor

Seek the advice of an Image Coach <http://www.eilidhmilnes.com/ConfidentImage>

### **2. Be well informed**

About your organisation

About your role and function

About your specialism - become the 'specialist' - the 'go-to'

### **3. Volunteer to**

Organise an event, help pre- and post- the day, prepare a survey, review the evaluations

Deliver back a report

Chair a working party

Make a speech at retirement or leaving party

### **4. Get into print**

Prepare a short weekly/regular reports to your up-line manager/team leader/head of department

Issue press releases – local press is always keep to have well presented newsworthy stories – helping your company helps you

Run the PR department of You Inc

Contribute to specialist journals

Contribute to the in-house newsletter/ magazine/intranet

Volunteer to write up a report on any course/s attended

Organise tasks *with your name on it* if you are away – while you are away, you are 'invisible' e.g. long leave, maternity leave, sabbatical, overseas secondment

### **5. Effective Networking**

Learn the skills

Use edification

**\*Know your self-introduction and your elevator pitch**

Join appropriate associations and support groups

Build relationships – this is the glue to make it all work

Be known for writing 'thank you' notes

Mark and celebrate special occasions

Social media – learn to use LinkedIn – a professional on-line network

Evaluate time spent on Facebook and Twitter – build a strategy

### **6. Business cards**

Ensure you always have a supply of clean, crisp cards in a card holder  
Fund yourself if necessary – buy the best you can afford  
Put a head shot on the card if possible – it will help you be remembered  
Print on both sides with additional information of value to the recipient

## 7. Photographs

Have a professional set of photographs taken – update regularly  
Issue as and when required

## 8. Make great presentations

On the job training – practice makes perfect  
Attend presentation skills courses and update your abilities

## 9. Approach the recruiters

Find the best agencies for you both on- and off-line  
Do not apply just for the experience - wastes their time and yours...  
Field a first class current CV

## 10. Know the rules

Mix with the movers and shakers  
Look for a sponsor – learn and serve <http://www.eilidhmilnes.com/BookResources>  
In any organisation, there is always a system, cumbersome or laughable  
Do whatever needs to be done, with a smile, learn to work inside, through or  
outside your system altogether

**Just do it... and do it now!  
To your success!**

**\*You need to maximise your effectiveness at networking; to create opportunities to increase the all important ROI associated with such activities.**

Eilidh can be engaged to work with your staff; to empower them to speak more effectively. Her targeted intervention helps staff engage confidently with clients, both at networking events and in client meetings.

Typically each staff member leaves with:

- 3x self introductions
- 2x elevator pitches
- A process for creating further elevator pitches to address niche markets, as called for by the company's market segmentation analysis

### **Additional support:**

Eilidh also offers post engagement support for each delegate.  
This comprises her unique *Virtual Conscience* service - details here:  
<http://www.eilidhmilnes.com/virtualconscience>

***Eilidh Milnes***

Office: 01270 212999      mobile: 07876 786784

[www.eilidhmilnes.com](http://www.eilidhmilnes.com)

[e@eilidhmilnes.com](mailto:e@eilidhmilnes.com)