



How to Celebrate Your Wins & Promote Yourself (Without Annoying Others)

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Are You Worried What Others Might Think?

Self promotion is an essential life skill for entrepreneurs, small business owners and for everyone who wants to grow professionally. Being humble is a hallmark of good character, but keeping success a secret is a mistake. *How you successfully share your story and leverage your wins without being annoying?*

#1: Do Good Things & Good Work

Stephen Covey used a metaphor called the "Emotional Bank Account" to help others understand how to building trust and positive meaningful relationships.

Just like a regular bank account with deposits and withdraws, the concept centers around making a conscious effort to make regular deposits and maintain a balance - but instead of money, these "transactions" are made with our emotions. Positive actions are deposits and negative actions are withdrawals.

A positive reserve in an emotional bank account, helps maintain and grow deeper relationships. Withdrawals, create misunderstandings, tension, mistrust, and eventually discord, when the emotional bank account becomes overdrawn.

If you want to be successful, you need to do both good things and good work. You know the saying, people like to do business with other people they know, like and trust.

Consider the following questions:

- How has your knowledge, skills or ideas contributed to the success of others?
- How is your business a reflection of your personal values?
- Are they aligned?

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#2: Take Stock In Your Self

Success means different things to different people. Reflect for a moment about what makes your heart sing, what sets you apart, and the things you are most proud of. This includes your professional and personal life.

Start identifying your training, education and awards you have received and activities that showcase you talent such speaking or being a published author. Next, take an inventory of your personal life and activities such as volunteering, hobbies or sports. After that take stock in your self by asking yourself some of these questions:

1. How has your knowledge, skills, experience, or ideas contributed to your own success?
2. Do you have a passion project?
3. How are you making a difference in peoples lives?
4. What are some of the most things about you that most people don't know?
5. What are your top achievements?
6. How did you overcome obstacles and failures?

You are very powerful, provided you know how powerful you are.

– Yoga Bhajan

#3 Easy Peasy Does It

These tips seems so obvious but they are worth a reminder because they are so easy and can make a huge difference in personal interactions and in making a positive first impression.

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Accept Compliments!

When others praise you, accept the compliment graciously. Don't make the mistake of deflecting or minimizing. Less is more and simple is better. You can say: "Thank you, I really appreciate that." "You made my day." "That means so much to me" or some other gracious and genuine reply.

Arouse curiosity:

Don't start off with a win; that is a conversational turn-off. Often people will ask what you do (if they don't know you) or what you have been up to lately (if they already know you). Test the waters with sharing a little snippet. If there is interest, the person will ask a question. If not, no worries – just move on.

For example, on my last flight, the stranger sitting next to me told me she on her way from a fabulous trip to Vietnam and Laos. Of course that caught my curiosity so I asked what she was doing there. Come to find out she is a travel agent who was on a 10 day FAM trip. She didn't lead the conversation with being a travel agent on a site visit. Instead she evoked my curiosity, which led to a great conversation. If people don't seem interested or curious—no worries – don't over share, just move on! They probably aren't interested in what you have to say anyways.

Let the other person speak:

Conversations are a two way street so don't speak longer than the other person. There should be some give and take with respect given to the person you are have a conversation with. If you asked a question and the person responded for a minute then you will want to do more or less the same so aren't usurping the conversation.

Transition to their story.

If you were able to share a win, make sure you transition the conversation to the other person so they can talk about their own experience and success.

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We are each gifted in a unique and important way. It is our privilege and our adventure to discover our own special light.

– Mary Dunbar

#4: Your Best Foot Forward

Prepare to put your best foot forward. That means knowing how you will present yourself – and what to say - in a variety of different situations. You want to be ready for these occasions:

- Someone asks, “What do you do?”
- You are asked to speak to a group on the fly
- You unexpectedly meet a new potential new client & want to give a good impression
- A news editor or writer wants to interview you for your expertise

Which leads me to the best way to prepare and is perfect segue to the next section below.

#5: Sound Bites & Storytelling

In order to rise to the occasion, you have to be prepared to share your achievements. There are two formats to use depending on the situation.

A sound bite is a short, pithy sentence or phrase that is memorable and is great for using in elevator speeches, quick introductions or brief meetings.

Storytelling is considered an art form. It is a narrative account that incorporates emotional and sensory detail in addition to plain facts. It's perfect for presentations, speeches and in some cases, also for interviews.

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#6: Capitalize on Your Social Proof

Social proof is one of the best ways to market your self. It is taking word-of-mouth to the next level with testimonials or quotes that a colleague, customer or subscriber has said about you and your business. Testimonials should be included on your website and other places like Facebook and other social media outlets.

#7: Leverage Your Media Exposure

If you are being interviewed you can use your best sound bites that you have prepared and if appropriate include a bit storytelling that gives more details and examples numbers to under score the point that are making. If you've got numbers or statistics use them and cite the source for credibility. You can also point to brands, companies or celebrities that you have worked with if it is relevant to the interview questions.

#8: What Do Want Them to Remember?

Busy people are preoccupied and most of us are very busy these days. That means you want to make it easy to be remembered. Here are two tips:

Speak in Metaphors: They help others understand an idea more quickly. I learned this technique when I interviewed a doctor who helped me understand a complex surgical procedure by using a metaphor. Remember the Steven Covey metaphor about Emotional Bank Accounts? See how easy that is to understand and also to share the concept with others?

Ask and you shall receive: Usually the purpose of self-promotion is to get more business, advance careers or to make a positive impression. What do you want people to remember about you? Keep in mind, people remember how you make them feel above all things

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#9: Too Shy? Do This!

If you are too shy or uncomfortable about talking about your successes, let your work do the talking for you. Here's how: include testimonials on your website, create a tagline which you position you across all platforms, place media logos on the bottom of your website, showcase your past and present clients on your marketing materials and celebrate your clients success with social media posts.

#10: Celebrate Other People's Wins

This is incredibly important. What comes around goes around. You *want* to be the person who celebrates other people's accomplishments and achievements. There are no excuses not to because there are a ton of ways to do this, especially with social media. It is so easy to instantly like, share and post congratulatory remarks. It takes just a few seconds. Cards, calls, taking someone out to lunch, giving a celebratory gift, take a little more time but have a bigger impact. My advice: give credit where credit is due, give thanks, show gratitude, say something nice, be someone's sunshine for the day and share positive energy!

Conclusion

You deserve credit. You deserve to be recognized for your accomplishments. Let others know about your achievements so they can celebrate your wins with you!

Don't worry about failing, worry about the chances you miss when you don't even try.

— Jack Kanfield

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About the Author



Known for her engaging blend of knowledge and enthusiasm, Camille Hoheb is committed to raising the level of well-being around the world. She facilitates greater awareness of life/work balance, happiness, health and productivity as President of Wellness Tourism Worldwide.

Receiving eight award for tourism marketing excellence, she is a sought-after public speaker on wellness tourism and is regularly interviewed for her insight and expertise in publications such as Forbes.com, Huffington Post, Travel Weekly, Successful Meeting and many others. Camille serves on several wellness and tourism committees and is a Global Wellness Day Ambassador.