

# How to promote yourself

(without feeling inauthentic)

Wie vermarkte ich mich selbst erfolgreich? Diese Frage ist heute wichtiger denn je – und die Antwort einfacher, als es scheint.

Interview: MELITA CAMERON-WOOD

MEDIUM



**JON CARD**, media strategist and author of *How to Make Your Company Famous*, works with leaders to attract publicity and investment

**D**o you find self-promotion forced and embarrassing? Personal branding, outreach and managing a network are important for business growth, but creating content that shows the relevance of your business while also projecting your personality isn't easy. Which channels are the most useful? How can you connect with people, online and offline? *Business Spotlight* spoke to UK-based media strategist Jon Card, who has worked as a business journalist for publications such as *The Guardian* and *The Daily Telegraph*. He has some simple advice to help you promote yourself and your business.

## How important is self-promotion for freelancers and small businesses?

Self-promotion is about creating useful and meaningful connections. You can never really have enough of those. Running a small business or being a freelancer is tough, so the more opportunities you have, the better. You have to get yourself out there, whether it's via social media or at in-person events.

## How do you make self-promotion feel authentic?

The most important thing is to understand who your audience is and provide them with content, thoughts and ideas that are useful and relevant to them.

## Are some channels more effective than others?

You need a mixture of channels. LinkedIn is very useful and can lead to a lot of business. If you have the chance to be featured on a podcast, say yes! It's a great opportunity to do a more in-depth piece and get extra exposure. While print isn't fashionable with some people, coverage in traditional media can be really beneficial. If the publication is relevant to what you are doing, it

can make a great impact. The big titles still have a lot of power and prestige.

## What should people avoid doing?

Don't lie or pretend to be someone else. And don't talk about subjects you don't know much about. You should always be able to defend anything you say in public. I know about media storytelling and communications, so I largely stick to those topics.

## How often should you post self-promotional content?

I see some freelancers posting on LinkedIn on a daily basis, and I don't think it is doing them any harm. But three times a week is probably enough to keep the algorithm on your side.

## What are the most effective forms of self-promotion?

For me, the most effective form is running my own media training events. I love to do in-person events, but most are online these days. Nearly all of my best clients have come via this route, so I now run a free online event every month. If you can do training seminars in your field, or hold relevant events, that is a highly effective way of getting yourself out there and establishing yourself as an expert.

**forced** ▶ hier: gekünstelt, unnatürlich

**embarrassing** ▶ peinlich

**personal branding** ▶ Persönlichkeits-, Eigenmarketing

**outreach** ▶ hier: Öffentlichkeitsarbeit

**project sth.** ▶ etw. nach außen darstellen

**get oneself out there** ▶ hier: Bekanntheit erlangen

**in-person** ▶ mit persönlicher Anwesenheit

**featured: be -** ['fi:tʃəd] ▶ vorgestellt werden

**in-depth** ▶ detailliert

**piece** ▶ hier: Beitrag

**exposure** [ɪk'spəʊʒə] ▶ hier: Publicity

**impact: make an -** ▶ Wirkung zeigen

**title** ▶ hier: Publikation

**prestige** [pre'sti:ʒ] ▶ [wg. Aussprache]

**topic** ▶ Thema

**run sth.** ▶ hier: etw. veranstalten, abhalten

**route** [ru:t] ▶ Weg