

What's stopping you marketing yourself?



By [Donna Rachelson](#)

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You know you need to market yourself and you've even come up with a few ideas, but you just haven't done anything about it yet. Sound familiar?

Marketing yourself can be extremely challenging (be it writing a case study; getting a testimonial or talking about your accomplishments). You might experience feelings of fear, inadequacy or unfamiliarity. This is normal. But you have a choice - you can let these roadblocks stop you, or you can learn to overcome them.

The latter is the best way to achieve career success and build your business, so here are a few ideas for getting around your fear of marketing yourself:

- **Identify your fear.** Ask what exactly it is you're scared will happen if you take the risk of "putting yourself out there". I often ask myself "what is the worst that can happen"? Then I think about how I would handle the situation if it did arise. A sense of being prepared for whatever may come will often help you to overcome your fear of getting started.
- **Create a positivity pinboard.** Include compliments you've received, thank you notes, a list of your strengths and so on. Reflecting on your good work can help encourage your marketing activities and boost your self-confidence.
- **Bounce your marketing efforts off of a professional.** Sometimes getting an alternative perspective can help you move forward, see where your gaps are and identify the strengths you can play to. Whether you're an entrepreneur or part of a large business, you can benefit from an external perspective on your personal brand and your company brand.
- **Find a buddy.** By having someone else to talk to about your marketing initiatives, you provide yourself a means of support. You give each other fresh perspective, new ideas and you build accountability.

ABOUT DONNA RACHELSON

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