



PROMOTING, MARKETING & POSITIONING YOU INC

Rob Salisbury shares popular examples of personal marketing successes and shares 6 keys strategies that you can apply to your own personal marketing!

Mother Teresa, Princess Diana, Madonna, Oprah Winfrey, Virgin Airlines CEO Richard Branson, golfer Tiger Woods, Bob Geldof and Bono of the band U2 were personal marketing authorities by the late 1980's.

Early in their public roles and chosen careers, they realised that talent and influence could take them to beyond their country borders to reach masses around the world.

Each had learnt how to market themselves in very different ways. All shared a common success trait with the calibration and reinforcement of their public perception until mass appeal was achieved.

Madonna who has reinvented her career, music and shows many times over was listed in 2009 as the highest paid female entertainer worldwide by over US \$100 million more than the next listed female entertainer.

The Rising Era of Individualism

Today, tens of millions of people are exploring personal marketing through unique and inexpensive ways as compared to their mentors.

We live in an era where individuals experience hundreds to thousands of corporate product branding images everyday. Marketing and personal branding is bringing rewards to individuals in business as never before.

With viewers numbering in the millions, television shows like The Amazing Race, Survivor, The Apprentice, Dancing with the Stars and the Idol series in America, Europe, Australia and Singapore showcase the risk and rewards of participants in promoting, marketing and positioning themselves.

Show participants know that they must show viewers and the panel judges their accomplished tasks, contributions and personality each week.

Anything less than a great team performance or individual contribution and someone will hear CEO Donald Trump say, "You're fired". The public loves the drama and exploits of The Apprentice since the first show in mid 2004.

With these TV shows ranked amongst the top ten most viewed ratings each week, continuity of viewership is what sponsors love at each commercial break. These companies will ensure future episodes with their cash for advertising.

The real lesson from these shows is not who wins, but the methods in which participants survive each week until eliminated or crowned winner.

Here are six key areas that can be learned from this process in transforming a person's career and future:

1. Promoting Your Personal Strengths:

The phrase 'God given talent' often stands out in discussions yet how often do we apply this to ourselves? Learn to highlight and promote your personality, accomplishments, languages and communication skills with different people in varied situations.

2. Marketing Your Unique Skills:

The commercial world of business pays for the value a person puts into their job or role, not for their time. How have you brought measurable results to your employer, customers or to the marketplace in recent times?

3. Presenting Your Personal Style:

In a world of sameness and wearing labels to blend in, the individual who takes a different path stands out. Take stock of unique and intrinsic skills to support your style, value and results.

4. Selling Benefits to Clients:

There is an old saying, "If you take care of other people's needs first, they will take care of your needs second". What are the most important benefits you bring to your employer, customers, clients or community? Action in this area can help lift you above the masses.

5. Delivering Unprecedented Value:

When clients, teammates or employers get more than they expected from you, you begin to go beyond the friend, confidant or expert on call. This is when a strong team player or leader begins to emerge. Make a list of when you have delivered value and continue adding to your list to document your career progress and highlights.

6. Positioning Your Expertise Through Referrals:

When you do a great job, others take notice. Keep in touch with those that value your contributions. Ask them who else you could help.

Others may be surprised when a promotion or a new opportunity comes along but you won't, because of your contributions to your role, your company, community or association.

Apply these six points and the future success of YOU Inc is assured. 🍀

“Learn to highlight and promote your personality, accomplishments, languages and communication skills with different people in varied situations.”

Rob Salisbury's focus is on helping organisations achieve significant improvements in their sales teams and marketing departments. His early career was defined by becoming a top producing key account manager with promotions to Sales Manager to Vice President to international roles with large teams. He has served on a number of boards and in director roles with Australian and Southeast Asian firms. His expertise is in developing people and teams to increase company revenue.

Rob understands what drives teams and how organisations can attain profitable business results through highly-focused efforts for a common outcome — something he communicates with ease through an engaging strategic & motivating style.

Combining his US University degrees, accreditation as a 24-year Tom Hopkins Certified Sales Trainer and extensive sales and management experience in Fortune 500 and Inc 1000 organisations, Rob delivers outstanding value.

A two-term President of the National Speakers Association of Australia Chapter in Sydney, he is one of less than 600 speakers worldwide to earn the international accreditation as a Certified Speaking Professional (CSP).

Rob has co-authored numerous books and cd programs with dozens of articles and case studies featured in publications such as The Australian Financial Review, Professional Marketing, miceAsia, Singapore Straits Times, Sydney Business Review, Corporate Trends and Human Resource.

He has been involved with over 1850 engagements in the USA, S.E. Asia, Europe and Australia for clients such as Hewlett Packard, DHL, BDO Accountants, Key Media, Commonwealth Bank, IBM, BOSCH, Parkway Health, Singapore Press Holdings, numerous Associations and Charities.

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