

## **43 TIPS FOR YOUR PERSONAL MARKETING**

1. Learning to listen.
2. See what others are doing, look carefully to understand.
3. Consider your courage, skill, but also its limitations and opportunities of the market.
4. Think again the communicative context.
5. Find first what makes you different from most others.
6. Focus on the customers so they can offer the most benefit.
7. His distinctive ability to act.
8. Focusing on a niche little known.
9. Share information to let you know the rest of you.
10. Strive to be original.
11. Write useful content with a simple language.
12. Take care of every detail, forever.
13. Be consistent, reliable and clear to its partners.
14. Communicate what you are and what makes a selective basis.
15. Try to be more positive and reliable.
16. Start with small steps and gradually test the available tools.
17. We all have a reputation online.
18. Offer your skills with enthusiasm.
19. Use social media to communicate, learn, exchange ideas.
20. Cultivate and maintain good relationships.
21. Constantly reinforce their training.
22. Be patient to wait and see the fruits of their labor.
23. Test for progress, and keep trying.
24. Measure each project to understand, evaluate and improve.
25. Always tell the truth.

26. There is no silver bullet, it takes passion, patience, persistence and perseverance.
27. Not intended to be something it is not.
28. Do not promise what can not.
29. Stay away from what is merely commercial.
30. Do not be boring detailing and explaining.
31. Your presentation must have vitality. When his class has its own personality, it becomes more convincing.
32. Do not fire your messages anywhere.
33. Write down your goals.
34. Write a plan to achieve your goals.
35. Develop a personal strategic plan.
36. Find ways to make a real difference in practice.
37. Add a touch of irony and lightness without taking itself too seriously.
38. Offer real value.
39. Do not try to buy the trust of others, deserves to be demonstrated.
40. Remember if you do not know personally, will be for their contents.
41. The search for new forms and new ways to propose ideas and projects.
42. Find the right opportunity to tell him and let him know about you.
43. Their competitive advantage is you.

Source: David Cano T. Adaptation: Victoria Andrea Muñoz Serra.

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## REFERENCE OF THIS TEXT

 *43 Tips For Your Personal Marketing*, Muñoz Serra, Victoria Andrea, website: Victoria Andrea Muñoz Serra ([http://www.victoria-andrea-munoz-serra.com/coaching\\_integral\\_ingles.html](http://www.victoria-andrea-munoz-serra.com/coaching_integral_ingles.html)), Concepción, Chile, March 2012.