



## **Don't Let These Sneaky Myths Stop You From Being Your Biggest Cheerleader.**

Hey FIERCE Mother,

This week the theme is Self-Promotion.

Self Promotion is a way of highlighting your accomplishments in a way that no one else can. It is a great way to self-advocate.

People have so many assumptions about self-promotion.

1. **Self-Promotion is arrogance** - The Oxford Dictionary defines self-promotion as "The action of promoting or publicizing one's self or one's activities, especially in a forceful way." The example that the dictionary gives is this.

"She is guilty of criminally bad taste and shameless self-promotion."

1. **Self Promotion will annoy people and make them disconnect.** People may associate self-promotion with boasting, bragging, self-centeredness, lack of empathy, insecurity, wanting to be the center of attention all the time, needing that external validation, and being forceful in how we go about it.
1. **Self-Promotion is Self-Centred** - People may feel that self-promotion makes it all about them and no one else and may not want to appear uncaring or oblivious to other people's accomplishments.

As a FIERCE Mother, I can confidently say none of the above is true.

It has become increasingly vital for us to showcase our talents in a noisy world. No one can do a better job than you of promoting your talents, your skills, your abilities, and your strengths.

What if I told you that it is selfish NOT to self-promote?

How can you provide value and help others if they do not know you exist? What if you hold the solution to someone else's problem, but because you are worried about showcasing your abilities, they never realize that you are the best person to help them?

### **The Right way to Self-Promote**

There is a right way to self-promote so that you do not come across as bragging or self-centered:

- **First, highlight Value** - When you highlight the value you can bring to others, self-promotion ceases to be just an exercise in showcasing your accomplishments but shows how those accomplishments can help someone else.
- **Acknowledge the Contributions of Others** - Another effective way to self-promote is to acknowledge the

contributions of others. If you led a team, or a project, for example, you could highlight your accomplishments by touting the help of the team and praising them.

On the podcast today, I am talking about why it is essential to learn how to self-promote and why avoiding self-promotion is playing small.

I will share different tools you can use to self-promote with style and get results.

I will reframe self-promotion from something self-centered to something that benefits the people around me. Finally, I will give you a few practical tips that you can use and some things to keep in mind as you self-promote.

Click on [podfollow.com/fiercemothers](https://podfollow.com/fiercemothers) to access this episode. Please like and subscribe, so you don't miss any new updates.

Does this help? Please do let me know. I would love to hear from you. Let me know if you have any questions. You can reach me at [ugochi@fiercemothers.com](mailto:ugochi@fiercemothers.com).

Stay FIERCE. I love you,

Ugochi



UGOCHI ONYEWU

AUTHOR • SPEAKER • THOUGHT LEADER

📞 301.327.4485 📷 in ✉️ 🌐



FIERCE  
mothers

8720 Georgia Ave, Silver Spring  
United States of America

You received this email because you signed up on our  
website or made a purchase from us.

[Unsubscribe](#)

