



**THEME:** “Humility vs. Self-Promotion”

**TIME:** 3 minutes

**DATE:** April 2015

**LOCATION:** Downtown Colorado Springs

**THE KEY VIEWPOINT:** Ironically, while we prize humility as a personal trait, you don’t want to be TOO humble when promoting yourself and your business. Here are marketing tips for solopreneurs to overcome 3 common stumbling blocks to forge a powerful brand and promote your business – without feeling like it’s shameless self-promotion!

**TRANSCRIPT:**

I’m sitting here with Katharine Lee Bates, who wrote “America the Beautiful” in 1893 after summiting Pikes Peak by wagon and by mule.

I would hazard a guess that she was probably a humble person who never thought she would have a statue here in the middle of Colorado Springs.

It’s ironic when I chat about humility with my clients who are solopreneurs and small business owners. As much as we value humility as a personal trait, it can get in the way of crafting a powerful brand (branding for solopreneurs) and powerfully promoting and marketing your small business.

There are 3 marketing tips for solopreneurs and small business owners:

1. **If you have an educational designation such as MBA or CPA or a certification that’s relevant to your industry, then use that consistently with your name.** Your clients want to ensure you have the expertise they’re looking for, and these designations and certifications help to communicate this.
2. **Some people are shy about putting their photo in their marketing materials. It should be there, front and center, in your website, speaker one-sheet or brochure, and even your business card.** Why? Because your photo helps to convey the confidence and expertise that you bring to the table when your clients are looking to hire you. In fact, I always say that you want to use a GREAT SHOT, not just a headshot.
3. **Stop quoting other industry experts.** If you have 10, 20, 30, or 40 years of experience in your field, then you have developed your own ideas, skills, and philosophies about how things should be done in your arena. Front and center, you must present your own ideas. For example, I have a client who asked me to review the introduction for her new book. In the first sentence of the introduction for HER book, she quoted another industry expert. You can bet that I took out my red pen. I said, “Your ideas come first. Put forth your unique, original ideas first. Later in your book, you can quote other industry experts.”

I'm not talking about shameless self-promotion. Instead, I'm talking about still being a humble person and not letting that get in the way of powerfully marketing and promoting your business when you're a solopreneur (professional speaker, life coach, business coach, corporate consultant and so forth).

I will end with the first stanza of "America the Beautiful," written by Katharine Lee Bates in 1893 after summiting Pikes Peak.

O beautiful for spacious skies,  
For amber waves of grain,  
For purple mountain majesties  
Above the fruited plain!  
America! America!  
God shed His grace on thee  
And crown thy good with brotherhood  
From sea to shining sea!

Nice job, Kate!



## **Patrice Rhoades-Baum** **Marketing Consultant & Branding Expert**

**Patrice "cracked the code" for small business branding – and branding for solopreneurs (professional speakers, corporate consultants, business coaches, life coaches, authors, and other Thought Leaders).** Patrice believes you *must* clarify your brand; it's the foundation – the launchpad! – to promote and grow your business. Using her laser-focused "Nail Your Brand" approach, Patrice will team with you to:

- Clarify your brand
- Lead her team of service providers to create your marketing toolkit: new website (including website copy-writing), speaker one-sheet, and stationery package (including business card and notecard), and social media profiles

**Backed by 25 years of high-tech corporate marketing...**

Patrice has managed big-budget advertising campaigns, direct-mail programs, and tradeshow events. She has been the project manager and copywriter for numerous websites, including two Hewlett-Packard websites with budgets exceeding \$250,000. An expert copywriter, Patrice has been published in *Fortune* magazine. Learn more and get a free "Nail Your Elevator Pitch" worksheet at [www.BrandingAndWebsites.com](http://www.BrandingAndWebsites.com).

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