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## 5 Foolproof Tips to Self-Promote Successfully

Self-promotion? What is that? Most people do not have a clue about how to promote themselves at their workplace or anywhere else. Self-promotion is a very important skill, without which you might end up going who knows where. Have you wondered how some people are always in the limelight and some people are always in the background? If you want to get the spotlight on you, you will need to learn a few important tips about self-promotion:

1. **Become an Expert in a Certain Field** - Specialization will put your name on other people's minds when it comes to a particular field. For example, let's say you know to troubleshoot a computer. Hence, any time anyone gets the blue screen of death, they will call on you. You gradually become the IT troubleshooting specialist.

You are in demand for these particular skills; your colleagues respect for those particular skills; your seniors and management take note of you because of these particular skills.

Tomorrow, when an opening or opportunity comes up in your organization in that particular field or the chance for a promotion comes up, guess whose name will be topping the lists?

2. **Be the Solution Finder** - Always work hard to give the solution, not the problem. There is a wonderful saying that says, "People will be remembered for two things - the problems they solved and the problems they created." You will get attention by whining also, but that is not the attention you would really want to get. Make it a point to be there when things get tough and always contribute significantly. The person who always has a positive and workable answer is often quickly noticed by management.
3. **Volunteer for Work When Necessary** - Sometimes there is too much work, or the work is something everyone hates to do, or the work is not exactly pertinent to your team. Volunteer for work that no one else would like to take up. Do it with total genuineness; after a while you will earn the respect of your peers and seniors.
4. **Be the Team Builder** - Whatever the task is, ensure that you work in team - when it is required, of course. Always be the person who resolves a conflict and not the person who starts one. Work as a team with others, give credit to your team and share all responsibilities equally. Working on a team takes patience and wisdom; you will need to ensure that each person works according to their capacity and skills.
5. **Continuously Improve Yourself** - Learn new skills, attend online classes, read up on your



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field, and so on. Ensure that you are continuously upgrading your skills and knowledge base.

Keep in mind that self-promotion is a long term task, so do not look for short-cuts, for there are none.