

Summary: *10 Steps to Professionalism*

Build professionalism in marketing by intentionally developing brand, cultivate relationships, and create a body of content. This builds trust, integrity, and develops you as a professional author.

Key Takeaways

1. **Create a professional image**
 - a. Develop a strong website, business cards, social media presence, and branding.
 - b. Use quality photos, cohesive colors, and a professional email address.
 - c. Showcase books, speaking topics, and expertise across platforms.
2. **Respond quickly to opportunities**
 - a. Act with enthusiasm and be prepared to pitch articles, talks, or content.
 - b. Keep a list of ideas ready so you can take advantage of unexpected opportunities.
3. **Master your elevator pitch**
 - a. Develop concise 30-second pitches for books, articles, and speaking engagements.
 - b. Focus on audience benefits and your unique perspective.
4. **Connect with affinity groups**
 - a. Identify organizations and communities that align with your book's topic.
 - b. Build relationships with groups whose members are readers or event attendees.
5. **Become visible in your industry**
 - a. Join professional organizations and serve in leadership or volunteer roles.
 - b. Build relationships with publishers, retailers, marketers, and industry professionals.
 - c. Stay informed through industry publications and events.
6. **Encourage and compliment others**
 - a. Recognize the strengths and successes of others.
 - b. Positive relationships help create a supportive network and inspire personal growth.
7. **Build meaningful relationships**
 - a. Network with editors, authors, readers, and event organizers.
 - b. Strong relationships often lead to writing assignments, speaking opportunities, and referrals.
8. **Invest in personal growth**
 - a. Maintain physical, spiritual, and emotional health.
 - b. Develop good time-management habits and prepare yourself for the demands of travel and speaking.
9. **Prioritize excellent content**
 - a. Provide valuable content through books, articles, blogs, websites, and social media.
 - b. Offer free resources that allow people to experience your expertise and build trust.
10. **Practice gratitude**
 - a. Thank editors, publishers, retailers, readers, and others who help your career.

- b. Small acts of appreciation strengthen relationships and leave a positive impression.