

MARKETING YOUR BUSINESS & PERSONAL GROWTH



MY LIFE WAS NOT EASY....

- > Faced constant criticism & judgment
- > Low self-confidence & self-esteem,
but...

I BUILT MYSELF PERSONALLY

- > Positive self-talk & surrounding myself with positive people
- > Set small goals - start small so you can sense achievement
- > Exercise/workout & showing gratitude

AND PROFESSIONALLY

- > Find something I'm passionate about
- > Shadow + take advice from people you want to be like
 - > Learn from your failures
 - > Reward yourself
 - > Change your attitude





PRACTICING SELF-CARE

- 1) Stop comparing yourself
- 2) Be compassionate
- 3) Take breaks
- 4) Use self talk to encourage yourself
- 5) Be a life coach to yourself



BUILD YOUR CAREER

- Identify your goals
- Build a professional Resume
- Become aware of your strengths
- Assume full responsibility of your life
 - Build connections through networking
 - Develop soft skills



PLAN AHEAD

Make sure you start every day with a clear idea of what you need to do – what needs to get done THAT DAY.

TAKE BREAKS FREQUENTLY

When doing a lot of tasks without a break, it is harder to stay focused and motivated. Allow some downtime between tasks to clear your head and refresh yourself.

SET GOALS

Set goals that are achievable and measurable. Use the SMART method when setting goals. In essence, make sure the goals you set are Specific, Measurable, Attainable, Relevant, and Timely

PRIORITIZE

It is important to remove excess activities or tasks. Determine what is significant and what deserves your time.

ORGANIZE YOURSELF

Utilize your calendar for more long-term time management. Write down the deadlines for projects, or for tasks that are part of completing the overall project.



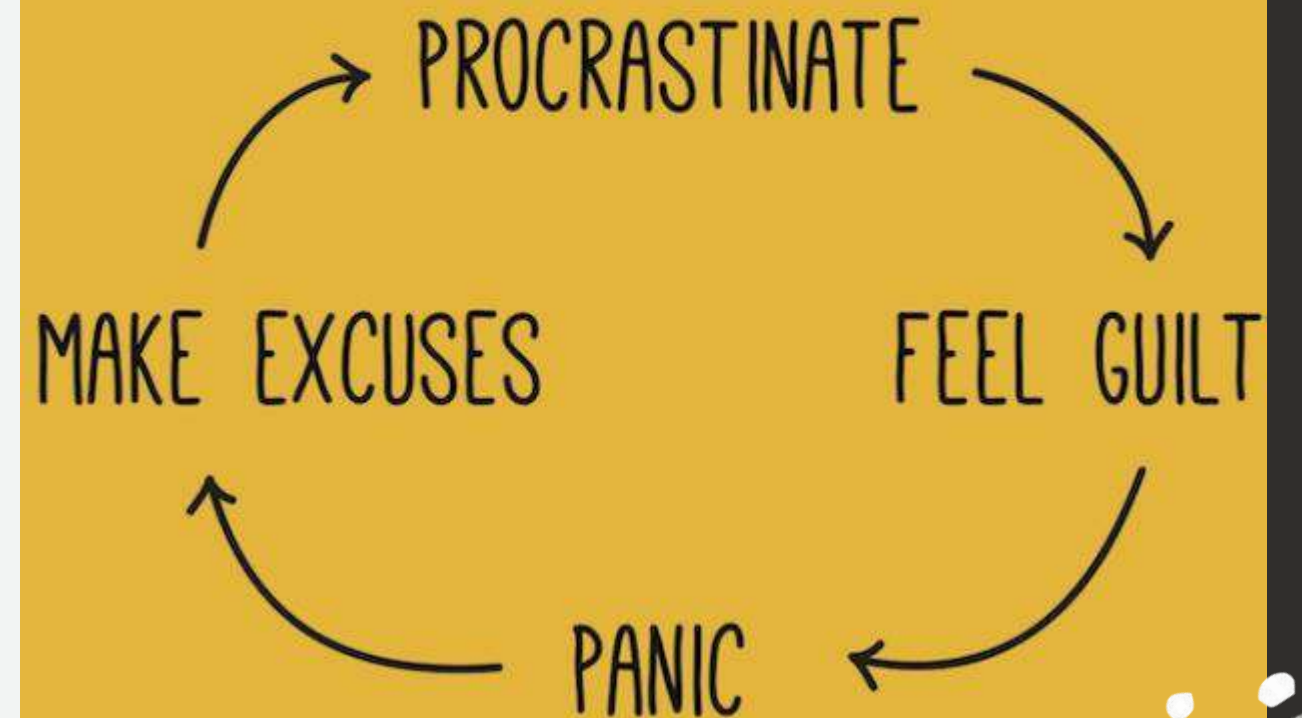
If time is not managed properly?

- POOR WORKFLOW
- POOR QUALITY OF WORK
- LOSS OF CONTROL
- POOR REPUTATION
- WASTED TIME
- PROCRASTINATION

How to get rid of Procrastination?

- Create a to-do list
- Do not multitask
- Finish important work first
- Don't wait for motivation, do it now!
- Get rid of distractions
- Take small breaks
- Reward yourself

THE PROCRASTINATION CYCLE





+



=



Healthy Body

Healthy Mind

Happy Human

LOOKING AFTER YOUR MENTAL & PHYSICAL HEALTH

-> Your mind and body are dependant on each other

-> It affects motivation,
energy levels and everyday
tasks

WHY IS YOUR MENTAL HEALTH IMPORTANT?

- Improves mood
- Reduces stress
- Increases concentration
- Reduces negative thought

WHY IS IT NOT TALKED ABOUT?

- > People are not educated
- > Not taken seriously in the society
 - > STIGMA



WHAT ARE THE SIGNS?



Change in eating habits with extreme weight loss or gain



Extreme mood swings



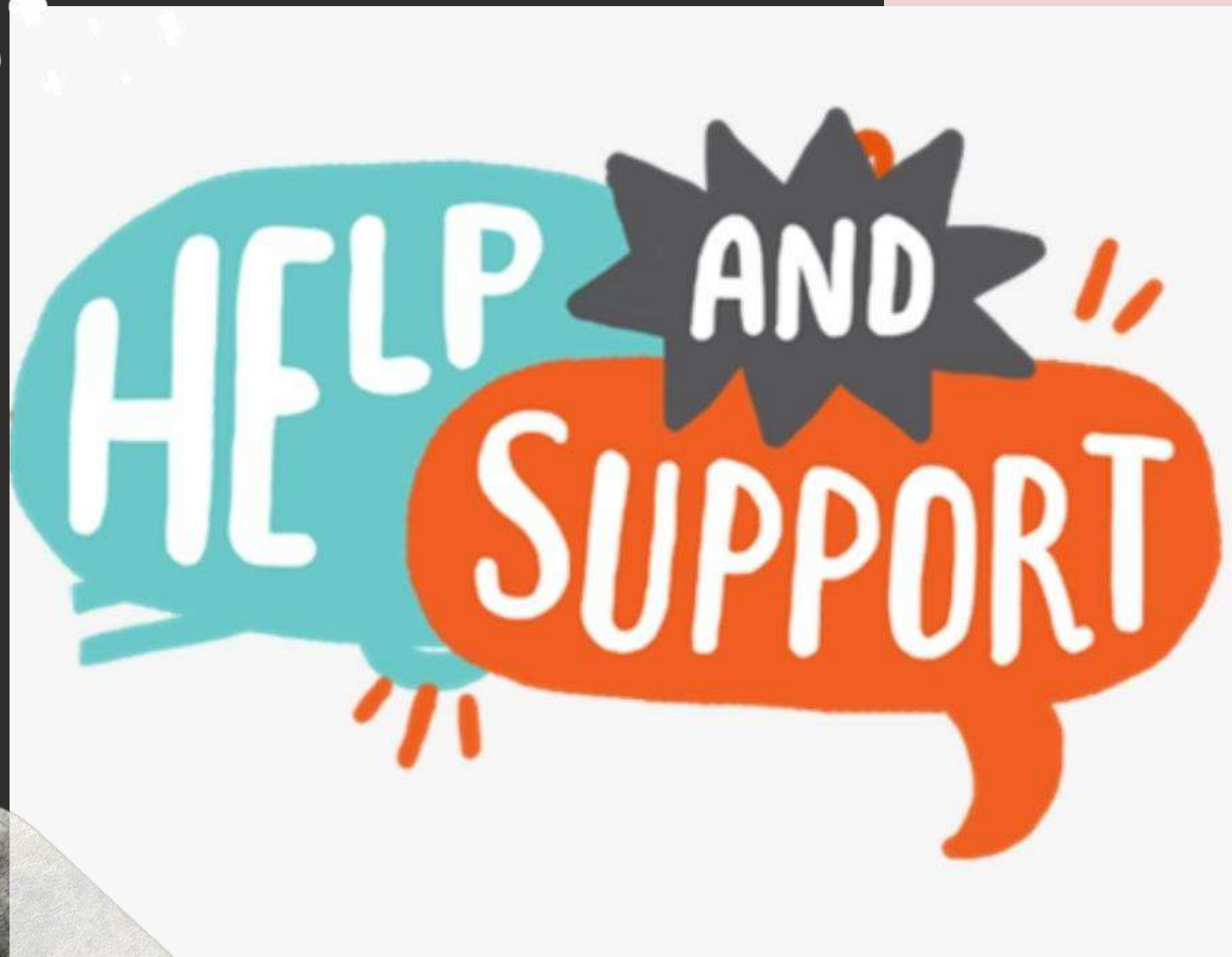
Social withdrawal and sudden disinterest in hobbies



Stress or fear in situations that aren't dangerous



Change in sleeping patterns



WHAT CAN YOU DO?

- Counselling
- Balanced diet
- Find a sport
- Sleep well
- EFT (Emotional Freedom Technique)
- Reward yourself

**HUSTLE
+ GRIND
SUCCEESS**

How can I build a Side Hustle?

- Identify your skills & interests
- Differentiate yourself from competitors
- Ask for feedback
- Set SMART goals



WHY SIDE HUSTLE?

- Peace of mind
- Sense of Purpose
- Self awareness & development
- Full ownerships & accountability
- New contacts & opportunities
- Confidence

BELIEVE
in yourself
and you will
SUCCEED

HOW CAN I BE SELF-CONFIDENT?

- Affirm yourself
- Stop comparing
- Take pride in your accomplishments
- Recognize your insecurities
 - Learn from your failures
- Be comfortable with yourself
 - Practice self-care
- BELIEVE IN YOURSELF



HOW CAN I GROW MY BUSINESS?

- Understand your customer
- Research competition
- Marketing to attract customers
- Create customer loyalty programs
- Diversify your competition
- Focus on Marketing
- Use Social Media
- Ensure corporate social responsibility

CUSTOMER LOYALTY & RETENTION

- Invest in Customer services
 - Collect feedback
- Don't just sell, EDUCATE
 - Solve cause + effect
 - Reward consistent/regular customers



ATTRACTING CUSTOMERS THROUGH MARKETING

- Update old content
- Build partnerships
- Use Social Media
- Use/make blogs or webinars



WHY SOCIAL MEDIA?

- Provide support
- Crisis management
- Increase brand awareness
- Branch out
- Communicate with customers
- Humanizing your brand



GROW YOUR BUSINESS THROUGH SOCIAL MEDIA

- Cross promote across different platforms
- Use branded icons
- Create targeted ads
- Align content and message
- Be consistent
- Narrate a story through your post
- Add/ make your hashtags
- Regular giveaways

DON'TS OF SOCIAL MEDIA

- Don't spam your followers
- Don't promote yourself all the time
- Don't over share
- Don't over post





KEY POINTS FOR BUSINESS GROWTH

- PRODUCT MUST SATISFY CUSTOMERS' NEEDS
- OFFER GOOD QUALITY AT A FAIR PRICE
- CASH FLOW IS ESSENTIAL
- MAXIMIZE MARKETING
- INVEST IN TALENT

APPROACHING CLIENTS CONFIDENTLY

- SLOW DOWN
- STAY PRESENT
- MAKE EYE-CONTACT
- ELIMINATE FILLER WORDS ("UHH", "UMM",.....)
- BE YOURSELF

Have faith
in yourself.