



Marketing Your Business & Personal Growth

Presented by Fatema Dewji

Time Management



WHY SHOULD I MANAGE MY TIME?

- Good quality of work
- Control over work
- Less wasted time
- More productivity
- No procrastination



HOW CAN I MANAGE MY TIME?

- Plan in advance
- Have a To-Do list
- Set SMART goals
- Set deadlines
- Organize and prioritize tasks
- Do not multi-task
- Delegate & outsource
- Avoid perfection

Maintaining Physical + Mental health



healthy
body

+



healthy
mind

=



happy
life

- REWARD YOURSELF
- TAKE TIME OUTS
- INVOLVE YOURSELF IN PHYSICAL ACTIVITIES
- EAT & SLEEP WELL

Finding your passion

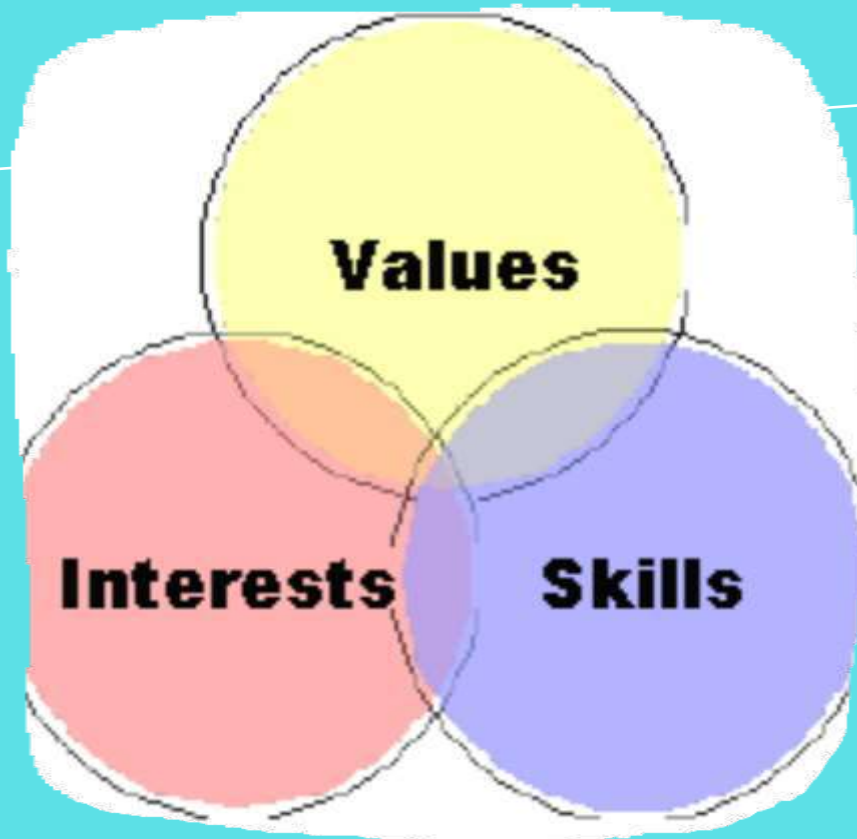
1. Find your talent
2. Be inquisitive
3. stop thinking about "what ifs?" & do what you feel brings you satisfaction
4. Adapt soft skills

DO WHAT
YOU
LOVE
WHAT
YOU DO

ACTIVITY

- Imagine what you want people to say about you behind your back, how you want people to feel about you, and what lessons you want to impart to those you care about and the world at large.

How to start a Side Hustle?



Identify your skills & interests



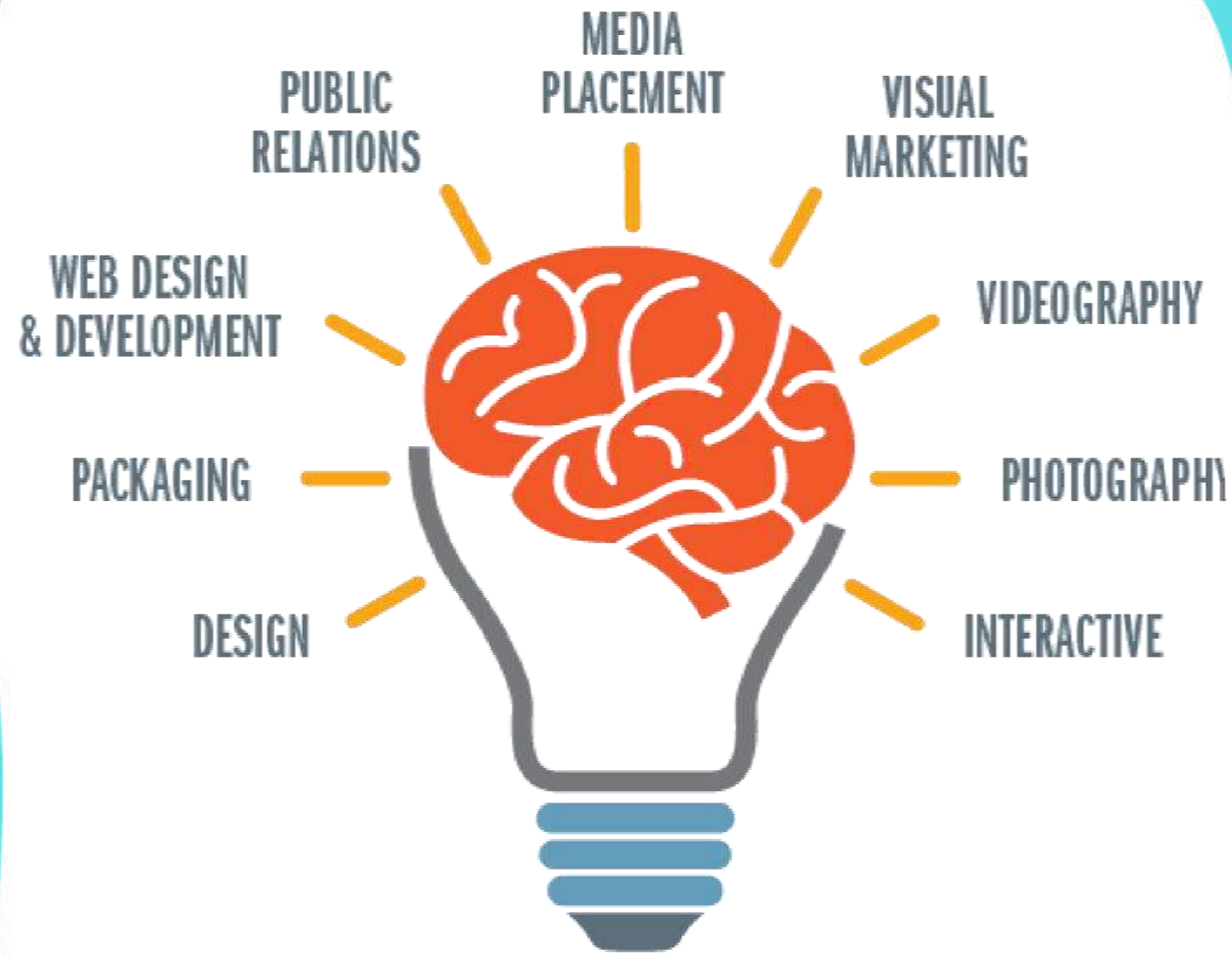
Differentiate yourself from competitors



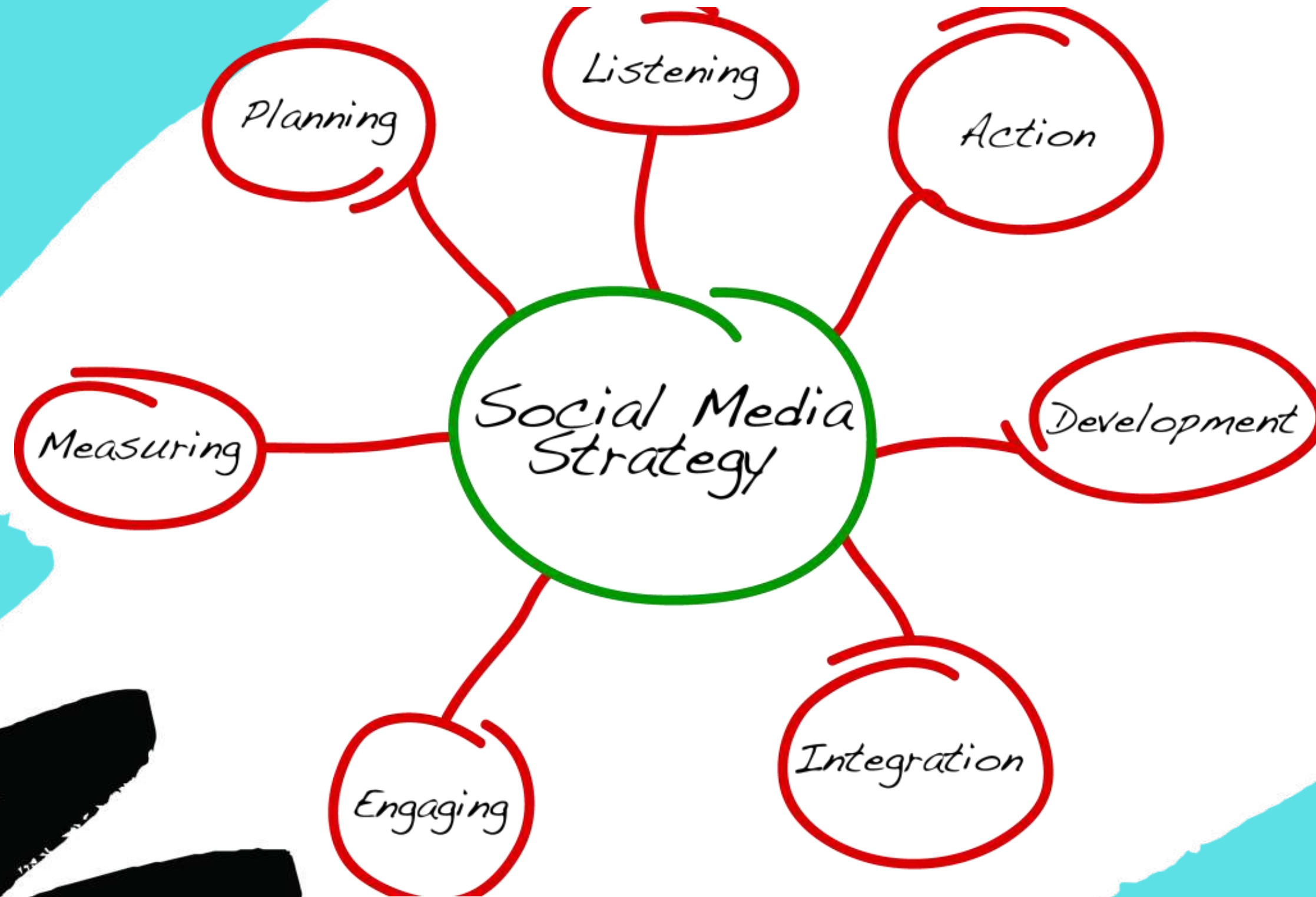
Ask for feedback from customers

Marketing -> Digital

M



Brand Strategy



Z

Using Social Media To Grow Your Business

- CROSS PROMOTE ACROSS DIFFERENT CHANNELS
- USE BRANDED ICONS
- CREATE TARGETED ADS
- ALIGN CONTENT & MESSAGE
- BE CONSISTENT
- ADD/ MAKE YOUR HASHTAGS
- REGULAR GIVEAWAYS
- NARRATE A STORY TO CONNECT TO YOUR AUDIENCE



ACTIVITY

CAPTION THIS!





Building Confidence

- AFFIRM YOURSELF
- QUESTION YOUR INNER-CRITIC



Approaching people with confidence

- MAKE EYE-CONTACT
 - REMOVE FILLER WORDS
 - BE PRESENT AND AWARE
 - BE YOURSELF
- 

ACTIVITY

AFFIRMATIONS

- EACH OF YOU WILL BE GIVEN A PAPER.
WRITE YOUR NAME IN BOLD.
- PASS THE PAPER AROUND AND WRITE
SOMETHING POSITIVE FOR EVERY PAPER
PASSED TO YOU.