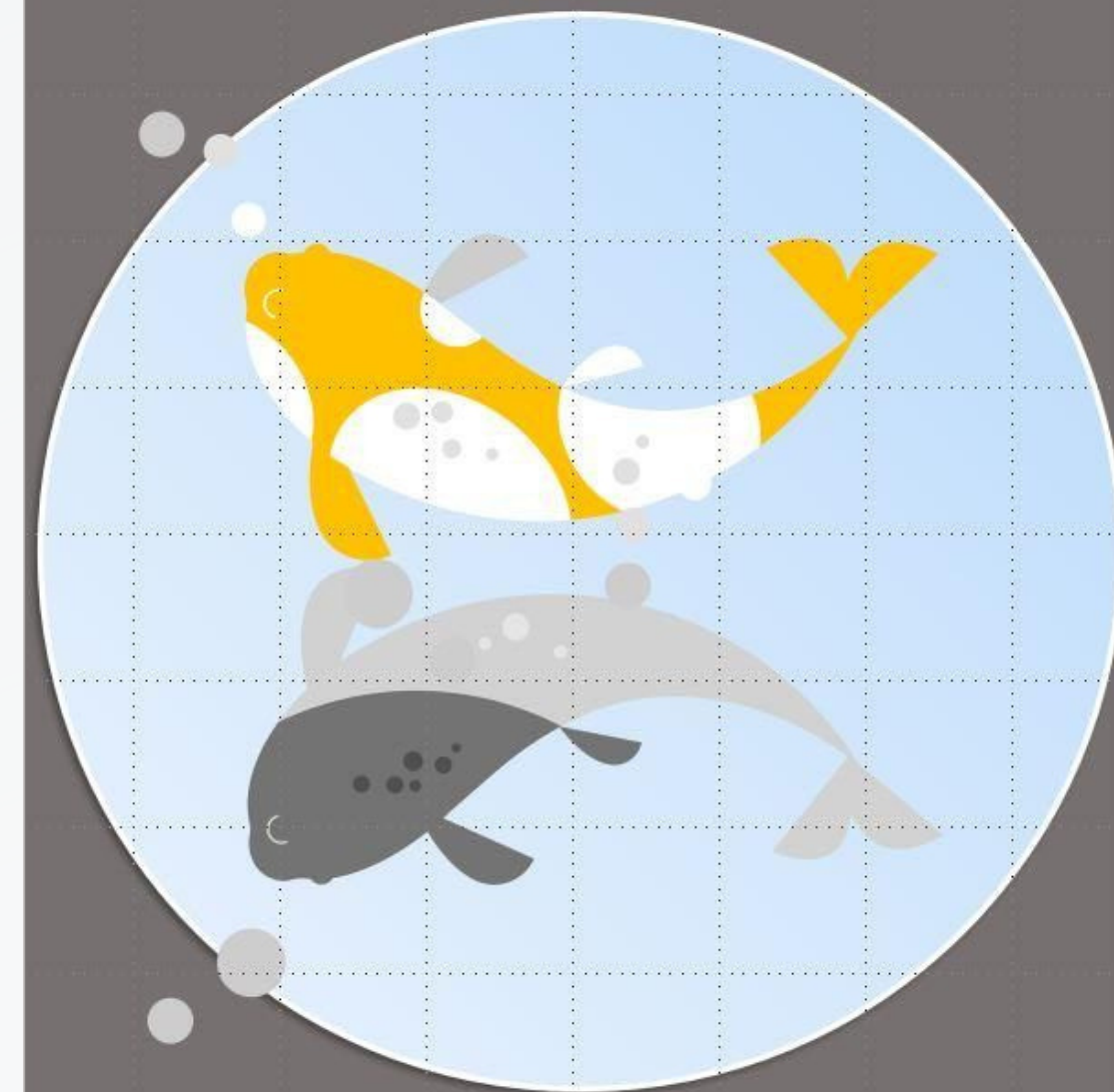




# THE ART OF PROMOTING YOURSELF

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# INTRODUCTION

- The art of promoting yourself involves crafting a compelling message that showcases your unique skills, abilities, and achievements.
- It could be anything from looking for a job to building a personal brand, effective self-promotion can help you stand out from the crowd and make a lasting impression.
- In this presentation, we'll explore the key elements of the art of promoting yourself





# SELLING YOUR SKILLS

- When it comes to promoting yourself, one of the most important things you can do is to sell your skills effectively.
- By selling your skills in a thoughtful and strategic way, you can make a convincing argument for why you're the best candidate for a job, project, or opportunity.





# NEUROMARKETING

- Neuromarketing is a field of marketing research that combines the psychological principles to understand how consumers' brains respond to different marketing stimuli
- It can help businesses to gain a deeper understanding of how their target audience thinks and feels about their products or services.



# STEPS TO USE NEUROMARKETING



Attention is a key component of neuromarketing, as it helps to create an emotional connection with the audience and drive engagement.

## **ATTENTION**



Business Storytelling combines data, emotion and context to influence the listener which helps the interviewer remember you after you have exited the room.

## **STORYTELLING**



Perception refers to how people interpret and make sense of information based on their past experiences, expectations, and biases.

## **PERCEPTION**

# ALIGNING WITH THE LEADERS

- Effective self-promotion is about building a relationship with your leaders, and demonstrating how you can add value to their organization.
- This means understanding what matters to them, what challenges they are facing, and what they are looking for in potential partners or collaborators.



**THANK YOU**

