**Professionalism…Continued**

Lindsey Kappa

My voicemail and email didn’t need changing, so here are three more promotion points.

1. Be active on social media
	1. Social media in today’s day and age is extremely important. It’s one of your most essential networking resources. You want to make sure though that your networks promote you in a professional manner as well, so double check that there aren’t any drunk pictures of you back in your party days lying around. Have sites that are clean and polished with professional pictures and ads. This will draw extra attention to your business.
2. Maintain your contacts
	1. There are so many situations that I hear that involve people losing touch with others. I definitely understand that people get busy, especially when they own their own business. However, I do know that you shouldn’t just call people for favors. Every now and then, call up someone that you haven’t talked to in a while and have a casual lunch/dinner with them. This not only strengthens your professional relationship with this person, but your personal relationship as well. Also, many people will respect the fact that you remain loyal to your cliental.
3. Don’t give up and have patience
	1. No one said it was going to be easy running your own business. It takes a lot of determination, drive, persistence, and time. You must be consistent with your contacts, networks, and most of all the objective of your business. There are definitely going to be some bumps within your progression. Some of those ideas and plans that you have might not work out due to financial situations, unexpected events, and many other setbacks. However, if you keep calm and continue to pursue your goals, the results will be even more gratifying. Patience is also a painful, but important key to it all. It won’t happen overnight. It might take weeks, months, even years. However, if you’re passionate enough about your business, your success will happen sooner than you expect.