**The Five Ways to Promote Yourself**

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1. Be polished and look the part
   1. Make sure that your clothes don’t have stains or tears, you’re taking care of yourself in the hygiene department, and that you’re wearing the appropriate attire. People make up their first impression of you within the first two minutes. If you walk into a meeting with a band to discuss a possible recording contract wearing dirty pants and a beer stained t-shirt, it doesn’t give off a great message. The band probably won’t take you seriously. And if you’re representing your own business, you want to show your clients that they can depend on you and that you’ll get the job done.
2. Act the part
   1. Carry yourself within a professional manner. Don’t be the person who’s known for going to bars, getting hammered, trying to pick up waitresses, and such. Now this doesn’t mean you can’t have any fun. However, you represent your business 24/7. You want to develop a positive reputation within your town. This allows you to develop your network into other areas for more business. That’s why it’s a good idea to get great reviews from smaller businesses, especially if they’ll show their support through social media. Plus, you never know what contacts/clients you’ll make.
3. Don’t think about hours
   1. Start making milestones and goals. Don’t make a goal that indicates how many hours you put into your business. It doesn’t work that way because you’re technically always on the clock when being an entrepreneur. When you set goals in full detail (The Five Year Plan), you’re more likely to accomplish them. You shouldn’t focus on how many hours you’re putting in because this will not help you accomplish your goals. It’ll make it feel like work, which isn’t fun.
4. Demonstrate a good behavior….to everyone
   1. Treat everybody the way you want to be treated, no matter what position. This not only allows you to build up contacts, but it also might lead you to meet somebody that you didn’t expect in the end. Who knows, you might meet the current intern at that studio you wanted to work with.
5. Work on your weakest skills
   1. It only takes one weak skill to bring down your entire plan. This means that you should recognize what your weakest skills are and focus on strengthening them. In the meantime, you might want to look for people that would be able to help you in those same areas. This will also build your client list up. Just make sure you’re willing to help others when they’re in need of favors.