

Alice M. Yardum-Hunter, A Law Corporation

16055 Ventura Blvd., Suite 902
Encino, California 91436 USA

Phone: 818 609-1953
Email: alice@yardum-hunter.com

Fax: 818 609-1964
Website: www.yardum-hunter.com



Marketing for the Reluctant: Getting to “I Market”

1. Take Stock: Where are you in your career, stage of life, and what you hope to look back on when you're at the end of your life.
2. All behavior is marketing by osmosis
 - a. Relationships, career, or international diplomacy
 - b. Done intentionally or unintentionally
3. Make the best of what you've got – write down your strengths and weaknesses, know them and play to your strengths
4. How do these fit within the means of marketing?
 - a. People Oriented – volunteerism and leadership (visibility)
 - b. Verbal Skills – Public Speaking and publishing
 - c. Technical Skills – Social media
5. How to get others to choose you above others? Six Weapons of Influence: Reciprocity, commitment and consistency, social proof, authority, liking, scarcity, Robert Caldini's *Influence: The Psychology of Persuasion*
<http://www.influenceatwork.com/>
6. Why choose you above others? To fulfill the life you sought to create: Be ethical: trustworthy, respectful, responsible, fair, caring and community minded The Josephson Institute of Ethics
<http://josephsoninstitute.org/MED/MED-2sixpillars.html>