

“Quite simply the best advice to help you attract attention for your business or career.”

Steph McGovern, Broadcaster, BBC TV

MAKE YOURSELF a little bit FAMOUS

How to power up your profile and get known for what you do

PENNY HASLAM

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ABOUT THE AUTHOR

Penny Haslam is an award-winning motivational speaker, coach and trainer who works with organisations and individuals to help them build their brand profile and get known for what they do.

As a former BBC business journalist, she regularly appeared on national television and radio, presenting the daily business news. Prior to presenting, she was a senior broadcast journalist, producing business and personal finance programmes on BBC Radio 4.

Penny left broadcasting in 2013, when she was invited by Weight Watchers to be one of its celebrity brand ambassadors for the year. She then started her own business in 2014, with a mission to help people power up their profile – and rid the world of dull speakers, boring panel discussions and uninspiring television and radio interviews.

In her talks and keynotes, Penny is insightful and funny (she’s been dubbed ‘a female Michael McIntyre, who speaks to business’). She holds a light up to the human condition of not wanting to look or feel like an idiot, giving her audiences practical and instantly usable take-aways, to raise their profile and boost their confidence.

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CONTENTS

Preface 7

Introduction 12

SECTION 1

WHY you should make yourself a little bit famous

1: *The WHY is in the PIE* 19

2: *Get stuck into PIE* 27

3: *Introducing... my FACE* 41

SECTION 2

HOW you could make yourself a little bit famous

4: *Make yourself a little bit famous... by speaking* 55

5: *Make yourself a little bit famous... on panels* 99

6: *Make yourself a little bit famous... on TV and radio* 131

7: *Make your fame go a little bit further* 169

Chapter 8: *Back to you* 179

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12 MAKE YOURSELF A LITTLE BIT FAMOUS

INTRODUCTION

Right then, who wants to be really famous!? No? In that case, do you want to be a best-kept secret? No, of course you don’t!

So, welcome to the middle ground – and the book that helps you get out there, build your brand profile, and make yourself a *little* bit famous.

If you want to be known, liked and trusted, then this book is for you and most people realise this is important for business, leadership or career success.

But many of us only remember about raising our profile every now and again, in a sporadic, hit-and-miss sort of a way. We throw some mud at the wall, by going to a networking event once in a blue moon, and we hope that mud sticks. Or you might have spoken at one a couple of years back, and not been asked again. The impression you’re left with is that it’s all fairly pointless.

Time plays a big part in this too. You are undoubtedly time poor, with a thousand things to do before lunchtime. And with myriad ways to ‘get out there’ it can be overwhelming. You could fill every hour of every day using social media, video, blogging, emailing, speaking at events, taking part in panels, going to networking or appearing on the radio or television.

And the real truth of the matter is that most people are not sure of themselves in front of more than a few other people. They worry that they’ll say the wrong thing, come across badly, not be liked, be hated, become a pariah in society and die alone. OK, just some of that is realistic, but that’s quite often the deep-seated reason for holding yourself back.

So, you dodge it. You pass the buck to a colleague, tell

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INTRODUCTION

13

yourself you don’t have time, and besides who wants to listen to what you’ve got to say anyway? But then you wish it was you up on the stage speaking, taking part in a panel discussion, or being asked for your opinion on TV or radio.

We know we need to participate in activities that will help draw attention to us. We know that we can’t be a best-kept secret and in order to attract customers, candidates, investors, colleagues and anyone else who would benefit from working with us, we could really do with getting noticed. Yet the paradox is that we are reluctant to draw attention to ourselves.

So, this book is for you if:

- ▶ You work for yourself, for someone else or are a leader – in any capacity.
- ▶ You realise that getting exposure will help you create opportunities, make connections and give you greater credibility.
- ▶ You or your organisation have a message to share and you want to have more influence and get heard.
- ▶ You want to develop a strategy to raise your profile that gets you nearer to where you want to be.

And this book is for you if you hold yourself back because you don’t want to look like an idiot.

My aim with this book is to help you with the practical side of things and give you inspiration for getting on with it.

This book is all my best stuff – all the information and techniques and tips and practical knowledge that I share with my clients in my coaching and training sessions.

Take it all, and stop being a best-kept secret.

Grab your copy!
makeyourselfalittlebitfamous.com

