

Brand me: Confidence and personal PR for self-employment



Course outline

Course Tutor:

MAIRI DAMER

Course Content:

In this one day workshop, communications specialist sole trader and former BBC Radio Scotland producer Mairi Damer shares techniques and tips to help you build confidence and the self-promotion skills required to survive and thrive in the world of self-employment.

Using a series of practical exercises, the workshop will support sole traders, freelancers and the self-employed to embrace positive personal PR as a way to find work in journalism and beyond.

Participants will work on identifying what exactly they can offer, how they are going to promote that offering and how they want to be seen by potential clients. We will also work on developing the confidence to deliver positive personal PR without being phoney or fake.

The programme for the day will include:

- defining and refining your message
- identifying, owning and promoting your skills
- self SWOT analysis
- your USP and specialist niches
- building *Brand Me* - self promotion, minus the snake oil
- digital PR v real person self-promotion
- the confidence trick
- personal PR - practice makes perfect
- elevator pitches and trumpet blowing - making a positive, lasting impression

What you should bring with you:

No requirements. You may wish to bring a notepad.

Qualifications:

No formal qualifications required.

Expected learning outcomes:

Learners should feel more confident and able to use the self-promotion skills required to survive and thrive in the world of self-employment.

Course costs **£95 for NUJ members** and places can be booked by contacting joanm@nuj.org.uk