



## Your Career Is Calling. Will You Answer?

*"Promoting U is a powerful course that gives women the tools and confidence to 'Toot their Horn'. Tonya Tiggett masterfully engaged a group of women who provide services in the energy industry. I witnessed the Ah-Ha moments resulting from Tonya's electrifying presentation and Promoting U's usable tools. Our session was so inspiring that our class was full despite it being the last topic of a 3 day conference.*

*My measure of success for these type of courses is the discussions following the session (s). It has been a year since our session and I still hear from attendees who used the strategies successfully to obtain better increases in salary, to achieve career advancement, to better articulate their contributions, and to obtain better feedback for improvement.*

*The beauty of Promoting U is that it is as relevant to individual contributors as it is to all levels of leaders. – Velda Otey, Former CIO of AEP and 2012 President of WiNUP*

Call today to find out how we can help you

**connect and communicate with  
confidence to Promote YOU!**

**614.581.8867**

## The Business Case: Self-Promotion

**Connect and Communicate with Confidence!**

### Nationwide

- Women start businesses twice as much as men.
- Women own nearly a third of all companies in the U.S.
- Women are the primary decision makers on home purchases.
- Buying power ranges from **\$5 trillion** to **\$15 trillion** annually.
- Young women now outnumber men in college degrees.
- Women represent more than half of non-farm jobs.
- Latinas start-up businesses at 6 times the national average.

### Why Do Women Need to Self-Promote?

- Women still earn less, dollar for dollar, compared to men.
- Women underprice and undervalue their services.
- Women are twice as likely to retire in poverty as men.
- Women are saddled with elder care and child rearing.
- Women view negotiation as painful and men as a sport.
- Women are reluctant to "toot their own horn" when it counts.

### What Can You Do to Promote YOU?

- Overcome fears of self-promotion and sharing your successes.
- Discover your strengths and share them.
- Describe your job and career to make you memorable.
- Create and share your story to increase your business and value.
- Find out what the Common CENTS formula is and its power.
- Learn the fine art of self-promotion in business communication!
- Establish yourself as a leader and as a savvy business professional.
- Contact us for more information on Promoting U!

#### Sources:

- Time Magazine
- Bloomberg Report
- Suze Orman
- Catalyst
- Nielsen

**[www.promotinguniversity.com](http://www.promotinguniversity.com)  
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# Their Career Was Calling. They Answered.



## What they're saying ...

"Hosted my first of two previews last night. 19 women showed despite more snow. I told my updated story post Promoting U....and received applause at the end...it was like the ice cream truck on a hot day!"

- **Robin Ayers, CAbi Wardrobe Strategist and Consultant**



"I met with my manager (finally!), and he informed me that he has submitted the paper work to promote [me] to a Senior Product Manager (yahoo!). I also gave him a figure of what I wanted in form of a raise. I mentioned market share and peers in the industry that I have formed relationships with at conferences. Also, my accomplishments compared to my peers that I set with on a daily basis. He came back with everything but 1,500 of my original ask, so I asked about making that difference up with a title change from AVP to VP. So he has dangled a carrot in front of me and agreed to make this happen after the delivery of my risk project, which is due to end this July!"

- **Brandy, Project Manager, (soon-to-be VP!) Regional Banking Institute**



"I have applied some of your methods/resources in the past year as this year when I accepted my position in February for my move downtown to HQ, I for the first time negotiated my salary in which resulted in my favor. I would have never thought that it could be accomplished in the past."

-**Lindsay, Administrative Assistant, Utility Company in Central Ohio**



"Very valuable info! Made me realize I need to promote myself better & be more empowered."

- **Anonymous Survey Response 2013**

## Affiliations and Memberships



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