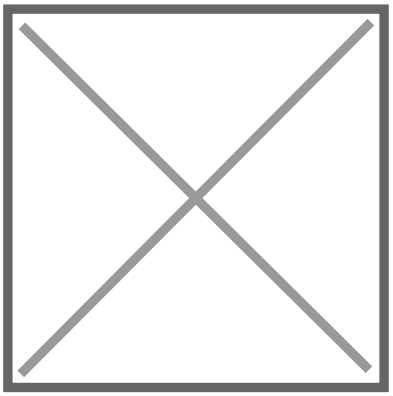

Blog by Ron â?? How to Present Yourself

Description

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How to Present Yourself may sound like a no brainer, but not everyone understands that your personal appearance is very important.

This is a subject I feel strongly about and recently spoke about on my podcast Becoming a Published Author is Fun. That is a podcast where I provide new and upcoming writers information they can use now, and it is free.

How Do You Present Yourself

In Episode 25-011 I discuss the clothes you wear, the attitude you wear, how informed you are on your subject, and how prepared you are. Letâ??s take a look.

Present Yourself in the Clothes You Wear

We cannot see a person as God does. He looks at the heart whereas we look at the outside. Clothing is an unfair way of judging, but the moment we see someone, especially if it is the first time, we make judgments based on the clothing.

It is unfair and often wrong, but it is what humans do. With that in mind it is very important how you dress. So, what are your options.

You have the choice of dressing in a Professional, Business, Business Casual, Casual, or as a slob. I would never recommend you dress as a slob unless that is related to your brand, which is hard to imagine.

This may surprise you but I would not recommend the Professional look either. Why? First, it can appear overdressed. You might be accused of â??putting on the dogâ??. Now, if professional fits your brand, then go ahead and used it.

Generally, as an author I would dress as either Business or Business Casual, the difference primarily being whether a man is wearing a coat and tie, a shirt and tie, or just a shirt and no tie. It all depends on the Brand.

Present Yourself with the Attitude You Wear

As with clothes your attitude speaks volumes as to your character. The attitude you wear can make or break deals. If you walk into an establishment thinking you are doing them a favor, they will probably sense that and you might be politely the door.

Attitude is extremely important. So, practice having a positive attitude. Learn beforehand some positive facts about the business ***before*** you arrive. Then use them not in a condescending way but graciously and sincerely when talking to the owner, manager, or other representative of the business.

Present Yourself by being Informed

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Never, never walk into a business without knowing your subject. I donâ??t mean knowing the latest writing gimmicks or being an authority on AI. If you write on 19th Century then I suggest that you have at least a general knowledge regarding clothing, foods, politics, and other features of that century. You should already have that knowledge because you did the necessary research for the book when or before you wrote it.

When you have that knowledge and you can share it with whoever you are talking about your book, it will give them more confidence in you and your book. But donâ??t be a know-it-all.

Donâ??t feel like you have to be THE authority unless you are. But being informed is critical.

Be Cooperative

This is crucial. The only way you can do this is to be prepared for things not going the way you planned. In the episode I talk bookstores might not want to purchase books from an unknown (to them) author. They may insist that the books be on consignment. Consignment is you put your books into their bookstore and they *Donâ??t pay until the book or books have sold.* That represents an investment with no certainty of a sale. But if you want their business you will have to cooperate with them.

Accept â??Noâ??sâ??

I am not saying quit. But I am saying donâ??t be pushy. When or if they say â??Noâ?•, then treat them with respect. Be gracious. You might suggest that you come back later. Listen to them.

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1. Attitude
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4. Clothes
5. Cooperative
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