



## **Toot Your Own Horn, No One Else Will What Good is Good News if We Don't Share It?**

I read a book long ago called, "Brag! How to Toot Your Own Horn Without Blowing It." It was a reminder that we need to be proud of our accomplishments and not be afraid to share them. Our achievements serve as a benchmark against our competitors, guideposts as we pursue our goals, and the value we provide to clients and co-workers.

Sharing our professional achievements, whether they belong to us or our clients, is a reminder of our value to those we work with. People like winners and we need to show that we win. Press releases and social media posts are common tools to highlight your great work and the work of your clients. They should be part of your marketing toolbox. Press releases and posts designed for social media channels serve to amplify the work you do.

Don't be afraid to toot your own horn. If you don't do it, who will?