



Self-Promotion for Introverts: The Quiet Guide to Getting Ahead

Nancy Ancowitz

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"Filled with tips ... The author's tone is supportive and she does not argue that introverts should become live wires."

--The New York Times

"Best Books 2009"

--Publishers Weekly

"Whatever's behind your reluctance to speak out for yourself, [*Self-Promotion for Introverts(R)*] is the first book I've seen with serious research on the topic that leads to a new game plan; it may help you promote yourself without bragging."

--Los Angeles Times

"Best Book Gifts"

--ABC News

"Best New Career Books"

--The Star-Ledger

"Must-read Fall Books for IT Execs"

--CIO Insight

"*Self-Promotion for Introverts(R)* is excellent and a wonderful gift to the understanding of introverts. Much too often they have been considered neurotic! This book should help in changing that opinion and supporting the confidence of introverts."

--Katharine Myers, Coguardian and Trustee, Myers-Briggs Trust

"Offers a solid dose of practical advice - alongside humorous anecdotes - for introverts to assert themselves by using their inherent tendencies in the most effective ways ... Written in a practical, precise, and smart way, Ancowitz shows introverts how to take advantage of the unique qualities and strengths they can offer, but also how to network, build visibility, have a memorable impact on others, speak publicly, interview effectively, own their own strengths, and much more ... One important thing to note is that the book is not about teaching an introvert to become an extrovert. The aim of the book is not to change people to be something they are not, but rather to refine them into the strongest versions of what they already are."

--Positive Psychology News Daily

"Written by an introvert for introverts ... If you're not an introvert, but have introverted customers or employees - this could be your lucky day. At first I thought this book was just for introverted people, until I realized how powerful my messages could be if I organized them in a way that my introverted audiences could appreciate and feel comfortable around."

--Small Business Trends

"*Self-Promotion for Introverts(R)* is a primer on doing just that - helping 'quiet sorts' assert themselves by

using their inherent tendencies in the most effective ways."

--Fort Myers Florida Weekly

"There is great value in this book, whether you are promoting your own business or consulting practice, or just want to be sure your talents are recognized within your larger organization. I loved the examples of networking e-mails and conversation starters; these will be great to use so that I don't have to start with a blank page."

--The Independent Consultant (a newsletter of the Society of Actuaries, Entrepreneurial Actuaries Section)

"Make Nancy's book your bible for crafting a plan to get the recognition you deserve."

--Liz Lynch, author of Smart Networking

"Ancowitz's book is not only a valuable resource for introverts who want to raise their profile in business and career, it also provides some effective behavioral insights for those who might consider themselves more on the extrovert side of the spectrum."

--The Business Source

Get noticed . . . and get ahead!

All too often, introverts get passed over for job offers and promotions while their more extroverted colleagues get all of the recognition. But it doesn't have to be this way.

In *Self-Promotion for Introverts(R)*, business communication coach and intrepid introvert Nancy Ancowitz helps introverts tap into their quiet strengths, articulate their accomplishments, and launch an action plan for gaining career advancement. You will learn how to:

Promote yourself without bragging-- when networking, on job interviews, and at work

Use your quiet gifts (writing, researching, and listening) to your advantage

Be a commanding presenter, despite your quieter nature

Formulate your best plans, set goals, take action-- and even find a better job

Featuring exclusive advice from Warren Buffett, Bill Clinton, Hearst Magazines president Cathie Black, and marketing guru Seth Godin, *Self-Promotion for Introverts(R)* helps you progress inward, outward, and onward.

Self-Promotion for Introverts: The Quiet Guide to Getting Ahead Details

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Nancy Ancowitz

From Reader Review Self-Promotion for Introverts: The Quiet Guide to Getting Ahead for online ebook

Jay says

Author Ancowitz provides a self help book that talks to the introverted reader, making suggestions and providing encouragement. This is very much like other career minded self help books I've read, but it does focus on issues that "introverts" may have. That made this book more than just an OK book. The author is a character in her own book, which is common in self-help books - using herself as an example. The ending is an overt suggestion that coaching may help, and surprise - the author is also a coach! Make your own conclusions here.

I listened to this on audio. As is common with self-help books, I wouldn't recommend the audio version if you value viewing or using the tables and tools referenced. The audio was fine for presenting the concepts, but it isn't all that helpful in doing the work to create new personal habits. I think the physical book would have been a better choice.

Stephanie Weeks says

This book isn't what I'd consider an Arsenal in my self-help library, as I don't work in a job that requires tons of draining interactions with others or I have to do tons of self-promotion. I think this book would be helpful to an introvert working in the corporate world, or in any job that they feel they have to do a lot of pushing themselves outside their introvert bubble.

Here are some tips:

Be proud of yourself as an introvert. You have many strengths that can be very valuable in the job market, not to mention as a good friend, family member, etc. we are very good listeners, researchers, writers and good friends.

Choose friends who understand your introversion.

Balance thinking with talking. As introverts we sometimes get lost in our thoughts. Try to find a balance of thinking before you speak but also not remaining completely silent.

Take stock of your accomplishments/good traits when negative self talk creeps in.

SHOW UP. This is often the hardest part. Show up to meetings for work, family events, etc. just being there is good for your relationships. If you find something particularly draining and are dreading it, try to schedule alone/grounding time for yourself first so your introvert battery is fully charged.

Stay in touch with colleagues. Emails, texts, whatever works for you.

Promoting others is a sneaky way to promote yourself as well. When you speak positively of others, it shows you are a good listener who notices the goodness in others.

Know if you're a highly sensitive person. Definition: nervous system is sensitive to subtleties, and your brain processes information & reflects on to more deeply. Web resource: hsperson.com

Make networking situations more bearable: choose events where you're likely to feel welcome, do something that makes you feel grounded beforehand, scope out a comfortable place (just not the wall!), remember all eyes aren't on you, learn about other people, drink lots of water.

Remember an 80% solution that you are able to implement is better than a 100% solution that you don't. Speak & act, don't be afraid to make mistakes.

"Introverts get overwhelmed by a lot of choices. Just write it down, make it smaller. It becomes more doable and feels more attainable.

"Focus on small things that allow you to feel good about yourself."

"If you work best under a deadline, get or make up a deadline. Get support rather than fighting what you know you need. Don't waste your energy comparing yourself to all the self-motivated."

Build your confidence with little wins.

Remember there's a difference between giving up and changing direction.

Just the act of setting small goals can get your brain thinking in the right direction.

Don't plan lots of social activities back to back.

Avoid comparing yourself to extroverts, they manage their time and energy differently than you.

Easy ways to self-promote that are introvert friendly: network through the internet! Emails, LinkedIn, write for blogs or start your own. Write articles for magazines, journals, etc. talk on a podcast about something you're passionate about or start your own.

Have answers to common small talk questions prepared ahead of time so you don't freeze up and forget everything about yourself. "So tell me about yourself" "what do you do for a living?" etc. you could even write it down and keep it in your wallet.

Public speaking: practice lots! Research & know your stuff. Have notes & take notes.

Remember interviews give you a good upper-hand: introverts are best one-one. Use your introvert skills & research, prepare, write! Research about the company, have your outfit picked out, know where you're going and who you'll meet with.

Manage your negative self-talk. The more confident you are (or pretend to be), the better you'll come across at appearing like you have your shit together and are enthusiastic.

Promote yourself in the spirit of helping others. Ask what you can do, and follow through. Figure out how to deliver on your job as much as you can, go above & beyond.

Kristen says

Good information but slightly exhausting to read more than a chapter at a time. The author's personal experiences/anecdotes start to grate after a while, too.

Leo . says

How does an author get somebody to buy their book?

After the long and arduous task it took

To get published and noticed, hope for a sale

Get the ball rolling, break from this spell

Pass on to their friends, promotion is exasperating

Waiting for units to begin accumulating

Just three pounds and four pence, not a lot of loot

The process can be frustrating, exciting, a hoot

The price of a cup of coffee, one would think

Half of which, maybe poured down the sink

Not a great loss but, money down the drain

Coffee has gone, never seen again

Yet a book lasts forever, it will always be

To glance upon, lend to friends, and family

Shared with reading buddies, and book clubs, Twitter, the Web, it takes time

Plugged on YouTube, blogs, and Facebook, and Amazon Prime

Striving to reach, the next step in recognition, popular, new

Hoping to reach readers, and get a decent review???????????

By Leo.??

I am losing the will to live
And I have so much more to give
A year has pass
I am exhausted, running out of gas
Emotional turmoil, never ending hill
Rattling with medication, and a happy pill
A handful of book sales, hardly any pay
Demoralised, wasting away
Have two more books to publish, but no money in the bank
Readers who have given reviews, I wish to thank
This self promotion, is a chore
Trying to get recognition, more
Will I ever get some uplifting news? A review? A sale maybe?
Enough to boost my self esteem, something to make me happy???

James Jr. says

I find that self-help books usually fall into one of two categories: helpful and appropriate or wildly irrelevant to my own personal situation. *Self-promotion for Introverts* is one of the former. I am a lifelong introvert, writer, and IT professional who has struggled with putting myself out in front. I found Nancy Ancowitz's descriptions of her encounters with celebrities while writing this book particularly familiar in terms of the thought processes she went through before approaching each one of them.

The book is insightful and a good slice of the life of an introvert who is just trying to make her way in a world that seems wholly designed for the upward mobility of the extravert: the noise, the persistent distractions, the value placed on "multi-tasking" (which I've always felt was simply a euphemism for "distracted" as far as human beings are concerned).

One minor failure in the eBook edition of this title is the fact that the average eBook reader is not going to be able to make use of the nice tables and forms Ancowitz creates to help guide the introvert toward his or her own best potential. Unless you copy the forms and tables to paper, which would of course break your concentration on the task, you won't be able to put these tools to adequate use. This is not a failing of the author; it is more an appeal to publishers to consider the format of the book when you include tools like that. Ereader devices do not always support HTML forms (yet), so perhaps readers can use other innovative

means of implementing such tools in the meantime (the Nook allows you to take notes, for example).

Like any good introvert, now that I've finished the book I'm going to take some time to chew on its information before deciding how to best use what I've learned. It is truly nice to see books about self-promotion geared toward the introverted in the marketplace.

Lacey Louwagie says

I think I would have gotten more out of this book if I had my own copy. Instead, I had it checked out from the library on interlibrary loan, so I couldn't even renew it ... which meant I had to sort of zip through it, even though there are a bunch of exercises you're supposed to do, which I didn't do (although I tried to do a few of them mentally). The author is a career coach, so I think she tried to translate a lot of the exercises she does with clients to the pages of this book. And while I think they'd work better in a coaching context where you could get feedback, this is a decent alternative for those who can't afford or don't have access to coaching.

What I really wanted from this book was some guidance on promoting myself as a writer, and "Hungering and Thirsting for Justice." There was a lot that was relevant, but the way it was written just had me thinking more about career development than book promotion. And I actually already do pretty well in the career development area; I'm a decent public speaker, I interview well, etc. I'm the kind of introvert that does well in social situations if the roles are really clearly defined -- as they often are in work situations -- but I really despise "in-person" networking. And reading this book doesn't make me inclined to like it any more, although it does help me remember that there are a lot of alternatives to that that I can excel at as an introvert, like social networking.

So, I'm glad this book exists, even if I didn't really get what I wanted out of it. I still wouldn't mind getting my own copy someday so that I'd have time to work through some of the exercises as they relate to the marketing side of my writing career.

Judy says

I liked this book. In the beginning, not so much because it took me a while to adjust to the author's tone which seemed cocky. By the end of the book, I realized that she wasn't cocky, but very confident.

What I liked:

- *Its practical. It doesn't consist of ways to "act extroverted". Quite the contrary, it offers practical advice on how to be yourself while doing extroverted activities.
- *The emphasis on using introverted strengths
- *Interview strategies and advice
- *Practical public speaking tips
- *Networking strategies - I do recommend Networking for People Who Hate Networking: A Field Guide for Introverts, the Overwhelmed, and the Underconnected over this book though
- *It is easy to read and understand - no trade talk, lingo

What I didn't like:

*I cringe when marketing-types encourage people to *create their own brand*. I get that this is "in" and that the job-market is competitive and to find a place in it one is forced to market one's self. The tips offered in this book are helpful, but it was difficult reading for me because it feels demeaning to me to think of one's self as a "brand".

*I did get tired of hearing how the author got to meet famous people. However, I recognize that she wasn't trying to brag, but was proud of herself for overcoming her fear. She should be proud of herself, she came a long way and her stories give encouragement.

Recommendation: If you have read *Quiet: The Power of Introverts in a World That Can't Stop Talking* and *Networking for People Who Hate Networking: A Field Guide for Introverts, the Overwhelmed, and the Underconnected*, this is going to overlap. In my case, it helped solidify the ideas presented in the other books, but others may find it more of the same.

3.5 stars rounded up to 4 stars

Emma Sea says

I did not find this a useful book.

Partly this is for the same reasons that Res outlines in their review: Ancowitz assumes introverts have trouble with public speaking etc, which isn't necessarily so. But the big thing for me is that the focus is heavily on promoting yourself *within* a corporate structure; how to take more of the credit for what you did in a team, rules for job interviews, how to negotiate with your boss for a promotion etc. I was more looking for self-promotion for introverts who are entrepreneurs. While some of the tips do apply to those self-employed, I found a lot of the advice so general and broad that it wasn't super-useful.

There's a section called "Position Yourself as a Valued Expert" which I agree is a really good idea. My last workplace used to do a lot of this, encouraging employees to end up as the go-to for media soundbites and quotes. But in this book it's about 3/4 of a single page, which basically only says, "join organisations, volunteer your time." For an introvert, this in itself isn't useful advice. You only end up as the volunteer who does a shitload of work but *gets no credit* because you're not promoting yourself within the volunteer organisation. Hooray, now you have double the problems.

So, maybe a good book for others, not so good for me.

Ron says

Given the title, I thought this book must have been written just for me. Then I started reading it, and realized I've already read all this stuff elsewhere. Not a bad book, just not essential. May be good for some introvert who doesn't do much reading (?).

Rebecca says

My two initial impressions of this book were not good: the cover has glasses on it for some reason (does that

mean only introverts wear glasses or if you're introverted you wear glasses?) and the first chapter implied, to me, if you're an introvert you have low self-esteem. Not true.

The rest of the book reminded me of "What Color Is Your Parachute?", but written with specific attention on how introverts can do those activities.

I'm still slightly unclear on exactly what networking is - it seems some people assume that every time you contact another human being that's an opportunity to promote yourself, career-wise. Which is just oogy to me.

Linda says

First of all, a really effective way to make me hate your book is to mention right off the bat how difficult you find the process of writing to be, and how the only thing that motivated you to start writing the book was that signed contract. (My doctor said it was the worst eye-roll sprain he'd ever seen, but I'll be fine.)

I was just looking for a way to raise my profile a hair at work. But the author of this book, while careful to include self-employed individuals (probably because she is a self-employed individual), seems blissfully unaware that not everyone works for ABC Widgets, Inc. All the tips are geared to the corporate world, and trust me, what might work to impress the CEO of a Fortune 500 company is liable to translate as sheer lunacy in the public sector.

It was also disheartening that the advice for introverts could mostly be described as "Be more like an extrovert!" Gee, thanks.

There were suggestions to take classes, or hire a coach, or spend every waking moment networking (oh, BOY, does this woman love networking). The very first thing she recommends is assembling what she calls a Dream Team. You're supposed to ask a dozen people to write down really nice things about you so you can have a file of nice things to read when... I dunno, when people ignore you because you're an introvert? If I knew a dozen people that I was comfortable asking for paragraphs of praise, could I honestly call myself an introvert? Also, if you have to **ask** people to say nice things, do they count?

The author also allies herself with the positivity movement, which by itself would be reason enough for me to one-star it.

So, if you a) live in New York City, b) work for a profit-seeking corporation (or are self-employed), and you actually like public speaking, parties, schmoozing, and Linked In, this is the best book about being an introvert you'll ever read. Everyone else, never mind.

Full disclosure: there were 6 disks in the audio book, and I made it to the end of disc 3. I couldn't take any more.

C. Clark says

I've done a lot of studying about promotion for introverts since I'm a writer by profession and speak on the subject. I read this book to seek new angles for my presentations, but found little I didn't already know. A major rub for me was the author's repetitive mention of the fact writing a book was new to her, and she wasn't really a writer. Once was enough. She means well and covers a lot of ground, and for someone who's never thought about promotion as a withdrawn individual, it would offer some good advice.

Res says

I don't know; maybe this got very impressive after I dropped it. Problems:

- It conflates introversion with social anxiety. I mean, it claims it doesn't -- it describes the difference -- but all the tips for introverts are really about dealing with fear.
 - It spends an awful lot of time defining "introvert" and giving lots of advice about determining whether you are one. Um, I picked up a book called "Self-Promotion For Introverts"; pretty sure I've already answered this question.
 - It was very heavy on inspirational quotes from famous and non-famous people, page after page of them, sometimes with one paragraph of introduction to the quote or elaboration on it. Very light on any sort of details. Like a magazine article grotesquely swollen to book length.
-

Gwen says

This felt like the workbook accompaniment to *Quiet: The Power of Introverts in a World That Can't Stop Talking*, although it seemed that Ancowitz often confused "shy" with "introverted"--the terms are not synonyms.

Ancowitz relied too heavily on a small number of people (if I saw one more quote from Cathie Black, I was very tempted to throw the book across the room), but overall, she's brought a solid book to market.

A good tip: Advocate for yourself like you would advocate for a friend. (5)

Stacy says

Quite a bit of this book had nothing to do with being introverted... it was either how to self-promote or the author self-promoting her conversations with "famous" people. (I don't know how you got the quote or what you were wearing - just share the quote!)

I did enjoy the parts of the book that had to do with introvert vs. extrovert and how to work better together. The Lexicon table in chapter 8 is fantastic, and would benefit extroverts as well.

