



Establishing Your Reputation

By:

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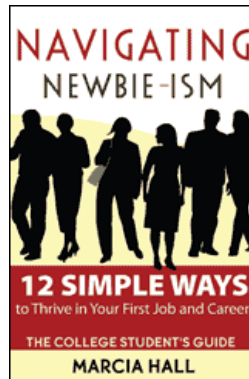
To be successful in your career, you must demonstrate your competence and character. In other words, people must know they can trust you.

How do you build that trust? By consistently showing others that they can count on you. You become known as the person who gets things done, or is accurate with small details, or one who is always prepared. This is your reputation.

Here are some other tips to help you establish a stellar reputation:

- Display a positive and enthusiastic demeanor at all times. You attract what you project!
- Have a smile in your voice in person and on the phone.
- Say thank you often and show your appreciation.
- Practice an inclusive attitude as you talk with other people.
- Return phone calls promptly. If the media calls, make every effort to meet their needs.
- Never waste people's time.
- Always be on time.
- Never promise more than you can deliver.
- Do what you say you will do, when you say you'll do it.
- Meet deadlines. Excuses (except in the case of a true emergency) are not acceptable.

Developing an outstanding reputation is one of the most important components of your success. It is key to your ability to attract opportunities or for people to send referrals your way.



Marcia Hall, the *Reputation Pro* with **Reputation COUNTS**, is the author of *Navigating Newbie-ism: 12 Simple Ways to Thrive in Your First Job and Career, The College Student's Guide*. To receive the **FREE "9 Deadly Mistakes that Can Ruin Your Reputation" REPORT**, please visit <http://www.reputationcounts.com>