

A collection of fashion sketches on a wall, including a dark, textured garment on the left, a light-colored dress with a dark belt in the center, a patterned dress on the right, and a red dress with a black belt at the bottom. The sketches are drawn with various techniques, including watercolor and ink.

KICKSTART YOUR SELF-PROMOTION

It's time to act confident

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You'll never get anywhere without asking. I learned that pretty quickly upon entering the creative industry, and haven't looked back since. Fashion can get a bad rap, but the secret is: most people are more than happy to help or point you in the right direction. Next time you want to get in touch with someone or enquire about a job, don't overthink it.

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Katie Hopkins

Education, Communications and Events Manager at New Talent Fashion

SELF-PROMOTION

How to kickstart your self-promotion

It can be daunting to put yourself out there, but in an industry where competition is fierce and jobs disappear from the market in an instant, the only way to secure a role is by nailing your self-promotion.

Nervous about coming across as overly ambitious or too scared to send an expression of interest email? Then this is the guide for you.



We'll cover:

- Getting comfortable with self-promotion
- Learning to act confident
- Techniques
- Boosting your self-promotion
- Applying for jobs
- Social media
- Networking
- Manifesting
- Steps to take

So, get stuck in, enjoy, and we hope it provides a helping hand to your future career in the industry. Building on your confidence is the first step to success.

GET COMFORTABLE

Learning to get comfortable acting confident

So, you want to get comfortable acting confident, well you've taken the first step into *actually* doing something about it – well done you! If you're starting with the basics, here are a few of our top tips to ease into confidence, without feeling cocky.

TALK TO YOURSELF IN THE MIRROR

Now, this may sound a little silly, but honestly, if you're ever wanting to practice public speaking, or even talking as you would on the phone or a Zoom call, sitting down and saying what you need to, out loud, works wonders for feeling prepared and sounding positive.

NAIL YOUR BIO

If you've got a great biography/personal statement then you're on your way to making a great first impression. In a few complex sentences, think about how you can come across as proactive, headstrong, and simply get the job done.

ACCEPT FEELING UNCOMFORTABLE

Building confidence won't happen overnight. Accepting feeling a little uncomfortable until you're used to speaking openly about your talents is the best way to start. It's a journey, and reminding yourself of this will only ease the pressure.

TAKE A LOOK AROUND

Spend some time looking at others promoting themselves online, and think deeper about what they're actually doing to come across as knowledgeable and how they're connecting with their audience. Once you've got a few pointers, set yourself some goals to start sharing more of this type of content and speaking in this way – always be open to learning more and adapting with the industry, you will continue to grow whether you're an assistant or a CEO.

TECHNIQUES

The what and how to boost your self-promotion

We've streamlined a few of our favourite tips to help you get started...

PRACTICE INTERVIEWS

If you're needing confidence for an interview, be that in person or online, practicing a few interview questions with family or friends can really help you get your head around the type of discussion you'll be having.

BE KIND

Speak how you'd want to be spoken to! How would you describe your best friend's talents or an artist you love? Record yourself discussing a piece of work you're obsessed with and take note of the language you're using – now try and integrate this into how you speak about yourself.

START SMALL

If you're only just getting started, it's easier to build confidence little by little. Share more of yourself online, comment on current topics more often, and start sending personalised LinkedIn connection requests.



APPLYING FOR JOBS

Where to look, what to submit, and how to showcase yourself

You've integrated yourself into the online community of fashion creatives, now it's time to apply for a job. You've seen one you love but where do you start so you come across confident from the get-go?

Have you got your expertly crafted bio? Check. Have you personalised your opening email? Check. Have you used the terminology you would use to describe someone you admire? Check. Have you connected with the employer/hiring manager on LinkedIn? Have you updated your NTF portfolio? Then you're good to go.

FASHION JOB SITES

Fashion Workie: www.fashionworkie.com/

Fashion United: www.fashionunited.uk/fashion-jobs

Drapers Jobs: www.drapersjobs.com/

Business of Fashion: www.businessoffashion.com/careers

Social sites like **The Dots** and **LinkedIn** are great places to look.

Why not set up **Google alerts** for 'Social media executive' or 'Junior fashion designer' to hear about new roles first?

Once you've found a job you like the look of, try and apply sooner rather than later to avoid job adverts being taken down or to miss the wave of applications to come. Trust in your application and hit send – don't hesitate, you've got this!

SOCIAL MEDIA

Let's get social!

You're all already aware that social media is a key part of daily life, but more so for the creative industries in how they interact with consumers, network with others, and succeed in business operations.

Much like social media is crucial for companies' growth, it's also key for growing as a professional – gaining your own spot in the digital space, where others can find you and interact with your content.

The sites we always tell our community to be active on are LinkedIn and Instagram, as 46% of all social media traffic to company websites comes from LinkedIn (LinkedIn) and 90% of people on Instagram follow a business (Instagram). This means if you're starting out as a professional, or want others to view your website as a 'service' or take a glance at your portfolio, they're the best places to be!

Posting often, remaining authentic, sharing REAL content from your creative practice, and sticking to your content pillars (e.g. the areas you specialise/want to promote, these could be self-development, marketing, design, wellbeing, etc) are all vital when acting as a professional online. Get used to sharing news, content, and most importantly, yourself.



NETWORKING

How do I reach out to professionals?

Networking. A word constantly used when discussing self-promotion, but what does it actually mean?

Networking noun [U] (MEETING PEOPLE)

The activity of meeting people who might be useful to know, especially in your job.

Now you know that networking is simply knowing the right people, it feels easier than before right? This means a simple conversation over DM or getting in touch with a friend-of-a-friend in a similar industry is just that.

REACHING OUT TO ALUMNI ON LINKEDIN

"Hey [insert name], I hope you're doing well!
I'm a fellow alumni from [insert uni] and wanted to get in touch as I see that you work at [insert company] and would love to hear more about what you do and any insights or advice you might have on breaking into the industry - I'm really keen on working in [insert area]. Any help would be extremely appreciated! Thank you so much."

WAYS TO NETWORK ON SOCIAL MEDIA

- Follow/connect
- Like
- Comment
- Retweet
- Send a DM

NETWORKING IN PERSON

- Giving someone a business card - do you have one?
- Getting an email address of a potential employer
- Having a conversation with a fellow creative

Simpler than you thought, right?

MANIFESTING

It's time to manifest!

A word you might not think of when it comes to self-promotion and confidence, but manifesting – in a few forms – is a fantastic tool to utilise.

CREATE A VISION BOARD

We all love a moodboard, so this time create one that's a little more considered and thought-out. Visually tell your story and where you'd like to be in 1, 5, or even 10 years' time – this could be personal goals, home, travel. Seeing your dreams on paper is perfect motivation.

WRITE DOWN YOUR GOALS

Use our worksheets to write down your goals – be these daily, weekly, or future objectives. Physically writing them down will bring them to the front of your mind and you'll start to notice more opportunities.

CELEBRATE THE SMALL WINS & SUCCESS

Celebrating the little wins in your life will only boost your confidence as you start to see your growth. Share the love by championing and acknowledging others' success too!



STEPS TO TAKE

So, what can you do, today?

You've learned why confidence is key and the mindset you need to channel, but what actionable steps can you take, right this second? Use our quick tick-list to kickstart your self-promotion...

ACTION



Create your NTF Portfolio

Set up a LinkedIn account and connect with your past colleagues/university alumni

Follow businesses across social media sites that you'd love to work for/values align

Critique your CV (our CV guide can help you)

Practice speaking positively and confidently about yourself

Write down 4 self-promotion goals for the month

Try speaking on social media/IG stories

Reach out to 5 professionals in the industry - this could be commenting on their professional IG account/interacting with a LinkedIn post, or sending a direct message

Share your thoughts on recent fashion news, try starting a conversation with your following

Send us a message over on Instagram when you've completed these tasks, and let us know how you feel after enhancing your self-promotion!

WHERE YOU CAN FIND US

Connect with NTF to further your employability!



On our main site, you'll find everything from our 'Fashion In Society' blog, information on the NTF team, your digital portfolio creation tool, the NTF store, and lots more!

When you sign up to NTF Premium, you'll have exclusive access to our members area, where you can find professional development masterclasses, further industry insights and resources like this one!



We're active on socials too! Follow us on Instagram, Facebook and Twitter, to keep up to date with all-things New Talent Fashion, wherever you like to see us in your news feed.



Our Youtube shares designer spotlights, tips on careers in the fashion industry and snippets from our podcast. We cover topics from your perfect capsule wardrobe, to making the most of fashion school.



If you're looking for inspiration, our Pinterest is where to go for creative CV's, style, editorial photography and an overview of our 'Fashion In Society' blog.



Hosted by Derin Adetosoye, Industry Insights Podcast is brought to you by New Talent Fashion and shares insights into the fashion and creative industries, with advice on how to break into them from the experts themselves. Available on Spotify or Apple Podcasts – be sure to tune in!



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Being consistent with my uploads on social media and devising a content plan have both supercharged my online self-promotion efforts - alongside using relevant tags, hashtags, and location info. I've learnt that setting actionable goals and celebrating each little win is the key to progression - trust the process!

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A collection of fashion sketches is pinned to a wall. The sketches include various styles of clothing, such as a long coat with a dark tie and colorful splatters, a red dress with intricate patterns, a long-sleeved top with a row of buttons, and a light-colored dress with a dark belt. The sketches are drawn in black ink with some watercolor washes in colors like blue, green, and red.

Kickstart your self-promotion
By New Talent Fashion

WWW.NEWTALENTFASHION.CO.UK

