

## Small business owners shouldn't be afraid of self-promotion, says media specialist Daryl Willcox

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Small business owners and entrepreneurs should not shy away from a bit of self-promotion to boost their company profile, according to media specialist Daryl Willcox.

The founder and chairman of Daryl Willcox Publishing (<http://www.dwpub.com>), which helps SMEs raise their media profile, explains the benefits of business-owners becoming the "face" of their company in a new podcast - part of a series entitled 'How to market your business on a shoestring'. "It's all about promoting your business - people don't buy from companies, they buy from people," said Willcox. "If you make yourself visible as the figurehead of your organisation, then people will feel much more comfortable about trading with you. It's a fantastic way to raise your profile without having to invest a huge amount in marketing your business brand. You simply put yourself out there as an expert or a specialist in your particular subject."

Those with a modest ego and a hint of humility will have to fight their natural urge to resist the limelight.

Willcox continued: "It's a very natural response to feel 'why would I want to do that' or 'it feels very egotistical' but I think you've got to put those things to one side. A lot of people think that promoting themselves is wanting to be famous, and maybe it is to a certain extent, but at the end of the day the reason for doing it is sound because it's all about promoting your business. If you're able to promote yourself, that will reflect well on your business."

The full podcast can be heard and downloaded at [www.dwpub.com/smallbusiness](http://www.dwpub.com/smallbusiness) - an online advice hub set up by Daryl Willcox Publishing to help budget-conscious small businesses with their PR and marketing.

The hub offers free tips and advice such as 'how to' guides on writing and distributing press releases.

### About Daryl Willcox Publishing

Daryl Willcox Publishing ([www.dwpub.com](http://www.dwpub.com)) provides information services for people in journalism, public relations and marketing. Launched in 1997, the company connects media professionals to create opportunities for timely, relevant press coverage. Products include the Response Source Journalist Enquiries System, SourceWire and Response Source press release wire (<http://www.sourcewire.com>), the Freelance Journalist Directory and the FeaturesExec media database (<http://www.featuresexec.com>). Over 2,500 companies use Daryl Willcox Publishing's media relations services, including around 120 of the top 150 PR Companies.

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