



The Art of Shouting Quietly: A guide to self promotion for introverts and other quiet souls

Pete Mosley

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This book is aimed at all the brilliant people out there who have fabulous products and services but who struggle to promote themselves through shyness, introversion or a mistrust of the marketing process in general.

It's aimed at people who want to find success on their own terms, boost their confidence, get a clear sense of direction, overcome blocks and barriers (real or imagined) and connect effectively with others.

One of the questions the book explores is the perennial problem of self-confidence. It's a mercurial quality at the best of times and one which ebbs and flows for everyone throughout their lives. It's not something that you get once and then have forever.

Pete Mosley's work as writer and coach is about helping people name the beasts that hold them back – and to systematically engage with and overcome them.

This book illustrates how this can be done – with insights into what the blocks actually are, how to take responsibility for them, and how to stop blaming others for your own lack of progress. Every reader, I'm sure, will find something in the content that they will relate strongly to in respect of the obstacles and challenges in their own life.

Shouting about stuff doesn't make people want to buy. Lead with your values. Create empathy. Without empathy, you won't get the quality of relationship you need to build the partnership, move the project along or make the sale.

This book is accessible and easy to read but also poses difficult questions; it is full of ideas and inspiration that will spur you to action, give you confidence in your ideas and the energy to move them forward.

The book contains worksheets that the reader is encouraged to copy and use – all that's required is blank paper and some coloured pens.

Testimonials

'Pete Mosley has produced a delightful book for anyone who believes in what they do but currently lacks the confidence to achieve their dreams. He breaks down challenges - from addressing a fear of public speaking to developing a strong social media profile - into practical, achievable tasks that can be practiced and improved. In doing so he shows that you don't have to be brash, confident and loud to be a successful creative person.'

Pauline Tambling, CEO Creative & Cultural Skills and Managing Director, National Skills Academy

'It's actually all about you. Pete treads carefully but surely, gently guiding you to relate the story of your work, in your way, to everyone out there.'

Jacqui Booth, writer, photographer, and regional editor: netmums.com

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