



**ART OF COACHING PODCAST™ EPISODE 93  
BRETT SOLO EPISODE: THE "SIN" OF SELF-PROMOTION**

How do you feel about the word promotion? Self-promotion? What comes to mind when you hear these two words? After the episode, come back and answer this again.

There are certain words that are seen as taboo or elicit negative emotions. In the strength and conditioning profession, these words include self-promotion, marketing, and branding. What words, topics, books or phrases are taboo in your field?

Pick one of the words, books, topics or phrases you listed above and look up its historical context / origin. Does this change your outlook on the word, book, topic or phrase?



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According to the examples of promotion described in this episode, what are you promoting right now? (Hint: Think about the foods you eat, brands you wear, companies you support...)

Brett offers a few explanations for why we don't promote our own work: The work isn't good enough, we don't know our audience well enough, we're scared of the backlash or we don't know how to best communicate our product (or ourselves). Have you experienced any of these and worked past them? If so, how? What does Brett recommend?

"Putting skin in the game and screwing somebody over are not the same thing." Discuss.



## Art of Coaching Podcast™

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### ABOUT



Join us as we dive more deeply into what it takes to change attitudes, outcomes & behaviors across a variety of world-class environments. Our guests include a wide range of professionals ranging from coaching, law enforcement, scientists, managers, military and entrepreneurs.

While I may originally be a strength and conditioning coach by trade- my work now spans across the corporate realm, military setting and beyond. If you work with people in any capacity and are fascinated by what makes them tick, this show is for you!

Each episode is packed with tactical insights as we prioritize providing you with key take-aways, instead mass produced "surface level" advice. Expect to be challenged, expect to be surprised and expect to maybe find a few laughs along the way as well.



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