

The Art of Selling in the Digital Age



Table of Contents

Learning Objective	3
The Power of Selling and Reaching Self-Efficacy	3
What Is Digital Marketing?	4
13 Top Ways to Digitally Market Your Brand	5
Risks in Digital Marketing	9
Reflection Exercises	9
How Can Conscious Branding and Digital Marketing Help You?	10
How to Sell Through Your Network	11
Reflection Exercises to Bring to Your Everyday Life	14
Conclusion	15

Learning Objective

In this learning exercise, youth will learn how best to utilize the power of digital marketing to best brand themselves and thrive as well as how to use the power of the Internet to best market themselves and their creations. Traditional sales practices will also be discussed so youth can learn how to sell both online and in person. As 90% of youth aged thirteen to seventeen years old are on social media, there will be an emphasis on utilizing the tools so they can economically empower themselves and their community.

The Power of Selling and Reaching Self-Efficacy

Since the beginning of time, humans have transacted with each other. It's hard to do everything yourself and be able to survive and thrive. Therefore, people buy and sell to each other. In the digital age, selling online has allowed more people to raise their socioeconomic status. Doing so means that you can live a life filled with mental well-being, economic empowerment and community development. If you can master the art of selling, you can be sure to always know how to earn money as selling at its core requires you to sell a good or service to someone else for value. That value can be money or an exchange for another good or service that you need. The former is the normal way an economy works, and the latter is how a barter economy works. Whichever economy you partake in, selling means that you can survive and hopefully thrive. You can either sell a product or service that you created (the basis of entrepreneurship), or you can sell a product or service you believe in and earn a commission and/or a salary.

As youth, you have the ability to learn at a young age how to reach self-efficacy. According to *Six Pillars to Self-Esteem* (Branden, 1994), self-efficacy is the conviction that we are capable of learning what we need to learn and that we are committed to doing our rational and conscientious best to master the tasks and challenges entailed to our values. Selling requires high self-esteem. The higher your self-esteem, the more likely you are to reach self-efficacy and increase socioeconomic empowerment. In short, mastering the art of selling is essential to a healthy and prosperous life.

