



CREATIVE METHODS FOR USING YOUR NAA DESIGNATION

Media

- Send a press release to local publications about earning your designation.
- Write a blog/podcast about your designation and what it means.
- Create a video on social media
- Attach the designation as a tag on YouTube videos so that it appears when someone searches that area of designation. i.e “appraisals.”
- Use an NAA framed picture insert to populate your social media so customers see you as a professional, connect you with the NAA, and see the designation you have earned.

One-on-One Connections

- Stay in touch with fellow classmates and designation holders as a resource (search NAA member designations by clicking [Find an NAA Auction Professional](#) on the NAA website).
- What do all these letters mean? Use your designation as a conversation starter.

Education

- Use your designations to further your education with the NAA.
 - Audit classes or take an advanced class.

Career & Business

- Use your designation for possible revenue opportunities.
- Gain the public's trust by attaching your designations to your bio on the NAA website.

Correspondence

- Use your accomplished designation in all your correspondences by adding the acronym or digital badge to:
 - your email signature
 - press releases, magazines, newspapers, or any type of publication.
 - written letters
 - your business cards
 - proposals
- Promote yourself through your designation by listing out the acronyms and what they mean on your website or email (link the [public designations page](#) from the NAA website).

Community Engagement

- Use your designation to hold accreditation in your local organizations and further your impact on the community and industry.