



Module 3

Marketing Yourself

Progress To Date

Module 1 – Purpose and Direction

Module 2 – Resume Writing

Module 3 – Marketing Yourself

Module 4 – Identifying Opportunities

Module 5 – Responding To Opportunities

Module 6 – Networking

Module 7 – Interviewing

Module 8 – Negotiating Offers



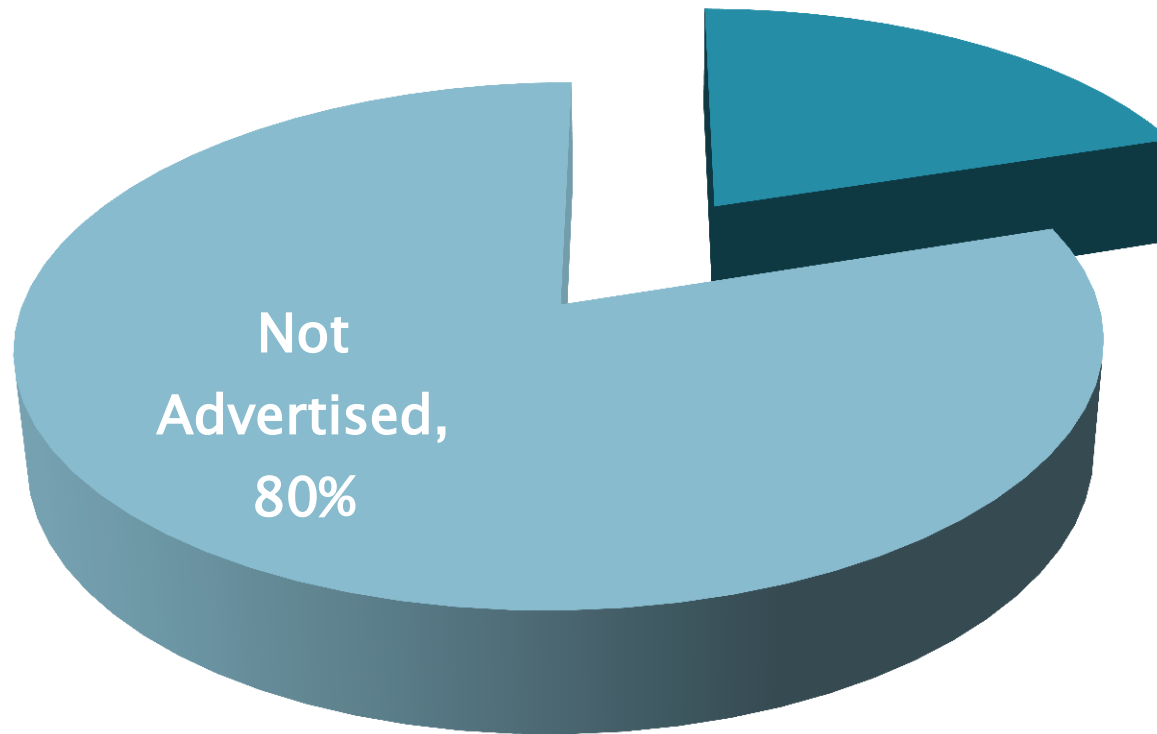
Market Yourself



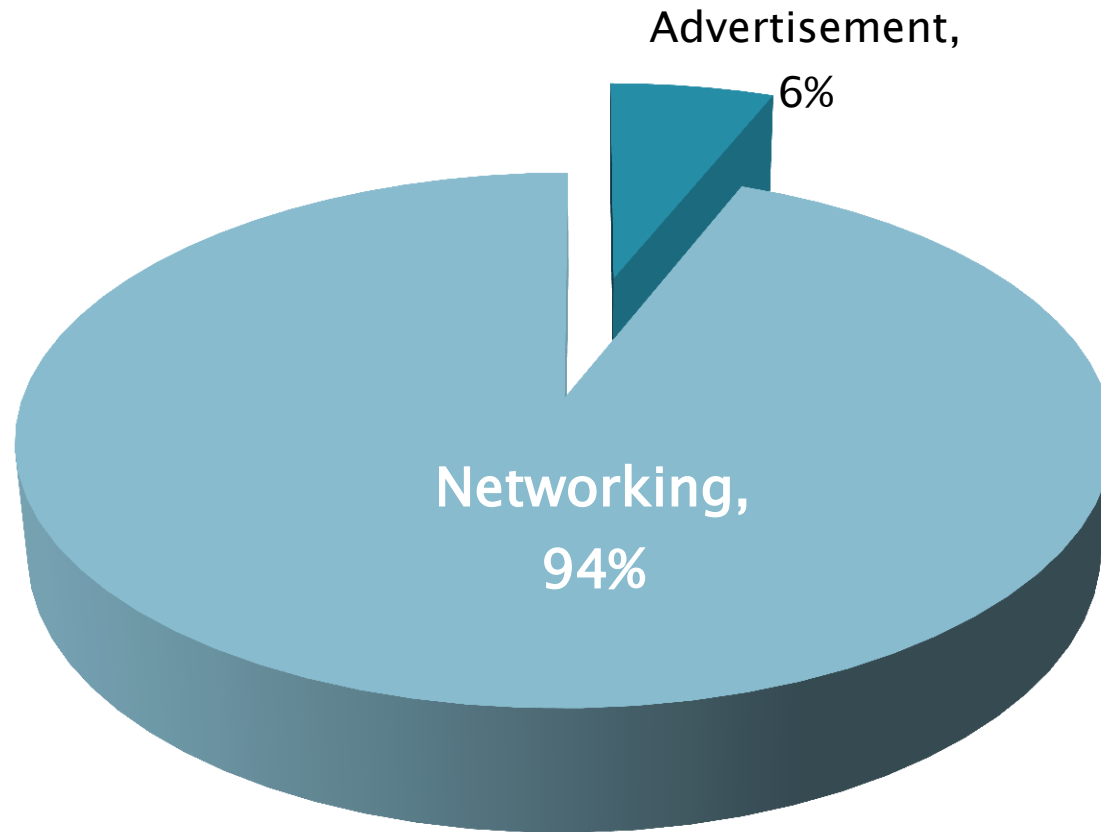
2008 – Top Five Brands?

Be Your Own Brand

Where Are The Jobs?



How Do Others Find Jobs?



Mother Was Right!



“It’s not *what* you know, it’s *who* you know.”

Remember . . .

- ▶ *You* are a product who is providing a service
- ▶ You must distinguish yourself from other applicants
- ▶ Identify the one thing that will make you stand out from the crowd
- ▶ To sell yourself, you need a **Marketing Plan**



What Is A Marketing Plan?

- ▶ A **Marketing Plan** defines your goals and develops a series of activities to achieve your goal.
- ▶ Marketing is what you do to help you sell and it requires four things
 1. Developing a strategy
 2. Having the right tools
 3. Being proactive
 4. Being accountable



Goal Of This Module



Begin Developing A Strategy

- ▶ Who is your audience?
 - Do your research
 - Who are the companies that are hiring?
 - Who are the companies that are hiring people who do what you do?
 - Set your criteria
- ▶ What are the trends and needs of prospective employers?



Questions to ask yourself

It's your move!

Your To Do's

- ❑ Complete a Personal Assessment
 - ✓ See Module 1
- ❑ Prepare a list of target companies and research them
 - ✓ See Appendix 3.1 for worksheet
 - ✓ Set a timetable for visiting their websites and researching them in-depth (See Appendix 3.2)
 - ✓ Post your resumes to their web sites as well as to Monster, Career Builders, Execunet, USA Jobs
 - ✓ Set up search agents and alerts
 - ✓ Apply for desired positions

Target Companies Listing – App. 3.1

Module 3 – Appendix 3.1

Target Companies Listing

Target Companies

Part A: Prepare a list of target companies.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Target Companies Worksheet – App. 3.2

Module 3 – Appendix 3.2

Target Companies Worksheet

Target Company Worksheet

Company Name: _____

Brief Description of the Company's Business Plan: -

Brief Description of the Industry: -

Your To Do's

- Identify contacts who can help you network into your target companies
 - ✓ See Appendix 3.3 for worksheet
 - ✓ Establish a timeframe for connecting with your contacts
 - ✓ Have a face-to-face meeting with your contacts
 - ✓ See Module 7 for tips on conducting an Information Interview
 - ✓ Set up search agents and alerts
 - ✓ Apply for desired positions

Networking Worksheet – App.3.3

Module 3 – Appendix 3.3

Networking Worksheet

Networking Worksheet

Company Name: _____

Name of Contact: _____

Phone Number: _____ Cell Phone: _____

Email address: _____

Mailing Address: _____

Source of the Contact: _____

Phone Number: _____ Cell Phone: _____

Email address: _____

Mailing Address: _____

Other (if a cold referral): _____

Additional Information about the Contact:

Your To Do's

- ❑ Monitor current events affecting your target companies and their industries
 - ✓ Collect information using Appendix 3.2
 - ✓ Set up e-mails for corporate and industry developments
 - ✓ Stay abreast of current issues of interest
 - ✓ Subscribe to trade journals and newspapers
 - ✓ Join Internet networking sites like LinkedIn
 - ✓ Subscribe to groups that are specific to your industry (See Module 6)

Develop The Right Marketing Tools



Professional E-mail Account



Personal Business Cards



Elevator Speech



Branding Statement/Hook



Professional E-mail Account

- ▶ Use a professional e-mail
 - abname@gmail.com
 - NOT: lamsocute@livinglife.com
- ▶ Do not use numbers or special characters
 - Some companies treat these as spam
- ▶ Include all or part of your name
 - Allows companies to easily identify you



Personal Business Cards

- ▶ Get business cards printed with your name and personal contact information
- ▶ Use two or three words to market yourself on the card
- ▶ Try www.vistaprint.com for 250 free business cards plus shipping



Personal Business Cards

- ▶ Select a card that speaks to your personality
- ▶ Be sure the card design is appropriate for the industry and roles you are targeting.



COMPANY NAME	
Company/Personal Message	
FULL NAME	Address Line 1
Job Title	Address Line 2
	Phone / Other
	Fax / Other
	E-mail / Other
Web / Other	

www.vistaprint.com

Design your card



Elevator Speech

- ▶ Brief overview of what you have done and where you want to go
- ▶ Should be interesting and engaging
- ▶ Include your unique strengths, a value statement, and/or your branding statement



What it is.

Two minute limit



Elevator Speech

I am _____ . I describe myself as an enigma: An executive, who likes to get her hands dirty. A big-thoughts strategist, who enjoys rolling up her sleeves. An advocate, who is comfortable talking at the lowest levels of technical details and translating them into simple terms and concepts.

And for 25 years, I have been able to harness all of this to excel ... as a Compliance Executive, a Project and Audit Director, and an Advocate for XYZ Communications. I have directed some of the company's largest and most proprietary projects: from entry into long-distance, cable TV, and information services ... to mergers and acquisitions, to developing and defending compliance and audits programs

If you are looking for someone who can create calm out of confusion and use her project management, leadership, and communications skills to meet objectives, I hope I've left you with no question about who I am. I am a person who is a part of the solution.



Branding Statement/Hook

- ▶ **Be Distinctive**
 - Stand for something
 - Your values and ethics
- ▶ **Be Relevant**
 - Connect with the importance of what you can do for others
- ▶ **Be Consistent**
 - Reinforce with your behavior and language



Build on Elevator Speech

www.amazon.com

Bring The Pieces Together

▶ **P**roduct

- Personal Assessment, Resume, Branding Statement, Elevator Speech, Business Cards

▶ **P**lacement

- Researching Target Companies, Building a Network

▶ **P**romotion

- Your Marketing Plan



▶ **P**rice

- See Module 8. Negotiating Offers

Action Plan – App. 3.4

Module 3 – Appendix 3.4

Marketing Strategy & Tools Action Plan – Sample

Marketing Strategy & Tools Action Plan

Action	Tasks	Timeframe (add specific dates)	Status (Notes/Dates)
Complete a Personal Assessment	Review & Complete Module 1	To be completed by xx/xx/xx	xx/xx/xx – Completed
	Identify your career goal and mission	To be completed by xx/xx/xx	xx/xx/xx - Completed
	Review Assessment with CAN Coach	To be completed by xx/xx/xx	xx/xx/xx – Prepared and ready for review.
	Finalize Assessment and goal	To be completed by xx/xx/xx	xx/xx/xx - Completed
Developing Your Marketing Tools	Create a Master Resume (See Module 2)	To be completed by xx/xx/xx	xx/xx/xx - Reviewed draft with CAN Coach xx/xx/xx – Finalized Master Resume
	Create an Elevator Speech (See Module 3)	To be completed by xx/xx/xx	xx/xx/xx - Prepared and reviewed with CAN Coach

Marketing Plan – App. 3.5

Module 3 – Appendix 3.5

Marketing Plan– Sample

Marketing Plan

Part A: Marketing Strategy and Tools Preparation

Date to complete Marketing Strategy and Tools Action Plan (Appendix 3.4)	End of (Month)
Date to complete Target Company Worksheet and Research (Appendices 3.1 and 3.2)	End of (Month)
Date to complete Networking Worksheet for Target Companies (Appendix 3.3)	End of (Month)
Date to establish job search agents for Targeted Companies	End of (Month)

Part B: Acting on Job Opportunities

Week: _____ Hours Available for Job Search 44

Activity	Date / Number of Hours	Measurable Goal	Status
Review "Classified" Ads and e-mail alerts from job agents & job searches (Monday job leads)	Monday – 2 hours	Identify 2-4 opportunities	
Match Position Requirements with Your Skill Sets for Monday job leads	Monday – 2 hours	Complete a Position Matching Worksheet for each opportunity	
Research identified companies & Identify _____ing opportunities	Monday – 3 hours	Complete Appendices 3.2 and 3.3 for Monday identified job leads.	

Launching Your Campaign

- ▶ Traditional
 - Consulting classifieds or Internet for vacancies
 - Contact prospective employers via cover letter and resume
- ▶ Non-traditional
 - Informational interviews
 - Prospecting
 - **Networking (rocket fuel)**



5 .. 4 .. 3 .. 2 .. 1

Takeoff!