

# Personal Marketing Plan

## **Definition of Marketing**

*"the activity and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."*

# Developing a marketing strategy:

- Who are you marketing to?
- What are your attributes and selling points?
- What is your “Brand”?
- How are you going to market to your market audience with your powerful mission proposition?

# Marketing Mix:

- Product – you
- Promotion communication – cover letter, resume, social networking, interviews
- Price – worth - salary and benefits
- Place – job search, strategy and network

# Branding:

- What is your position statement? It should set you apart and highlight added value you bring to a situation tangible and intangible that separates you from other prospects?
- Make a list asking the questions:
  1. Why are you different and what are the qualities and characteristics that make you stand out.
  2. What have you accomplished?
  3. What benefits do you bring to the table?

# Lists

- Be honest and accurate no exaggerations.
- Identify critical benefits that you bring to the table that make you unique and compelling.
- Identify voids that you can fill.
- What have you accomplished.
- What is your most note worthy personal trait.
- What benefits do you offer.
- A great time to do Skills Evaluation Test to help really identify your core strengths.

# Career Portfolio

- A complete picture of who you are, education, accomplishments, skill sets, and potential
- Elements: career summary goals & philosophies, skills and marketable qualities, list of accomplishments, samples of work, research, testimonials & letters of recommendation, awards and honors, transcripts and degrees, military records, volunteer and community service

# Take Action

- Create a unique brand identity and effectively communicate your strengths and capabilities that make you an outstanding prospect.
- Post your resume to general and niche job sites targeted at your industry or location (there are resume distribution services)
- Let as many people as possible know you are looking for work.
- Go the extra mile create an online career portfolio that incorporates resume relevant career-related successes (LinkedIn).

# Take action cont

Attend networking events, attend job fairs, join professional associations create contacts.  
Networking is a powerful tool.

- Protect your on line reputation make sure social sites convey the image you want to project.
- You may want to do a personal background check to check for any surprises.
- Web sites: Net Detective; Complete Detective
- Work on your interviewing skills.
- **CLOSE THE DEAL**

# Web reference:

[www.quintcareers.com/brandingselfmarketing](http://www.quintcareers.com/brandingselfmarketing)

- “Chance favors only **the prepared mind.**”  
**Louis Pasteur (1822–1895)**
- “The future will depend on what **we do in the present.**”  
**Mahatma Gandhi (1869–1948)**
- “The truth is, everything that has happened in my life... that I thought was a crushing event at the time, has turned out for the better.”  
**Warren Buffett (1930 – )**