

Marketing Yourself



Why Market Yourself?

Marketing yourself is simply communicating in a positive way why someone would want to interact with you. Marketing yourself to others should never be that hard to do. Think of marketing as communication that the listener will find interesting and that will help prospective employers understand you better.

The way you speak, your appearance, and the way you act are all part of your personal marketing message of who you are. You want a prospective employer to know that you are a capable and trustworthy person. Here are some tips to help you learn to market yourself.

Learn how to market yourself. Keep positive and upbeat at all times. Don't allow yourself to get sidetracked or lose sight of yourself and your skills.

Be willing to take a step backward or a job at a lower level.

Sometimes you may have to accept a position at a lower level just to get the into the organization or the department.

Create a focused plan. Network constantly, at the job you have now or the job you want. Look for networking opportunities and research as much as you can about the potential employer.

When you land the interview, sell yourself. Set yourself apart by asking concise and focused questions specifically about the job you are interviewing for.

Dress for success. Appearance matters in any job. Your appearance has an impact on how others see you for a position you may be interested in.

Create an elevator pitch. Craft a short speech that demonstrates your knowledge of the company, department, or product.

Use social media to market yourself. Your social profiles and resume should match. Potential employers may go to LinkedIn, Facebook, or Twitter, to compare your resume to your social media profile. Join industry groups and share your knowledge.