

# Marketing Yourself for a Better Career

**PROJECT WORLD\*BUSINESS ANALYST WORLD,  
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## Ground Rules

- **This session is for you, so participate.**
- **These are tricks and tips that worked for me, but might not be right for everyone or every situation. Please consult a coach or physician to find a program that is best for you.**
- **The views and opinions expressed in this presentation are the sole responsibility of Hans Eckman.**
- **No animals were harmed during the creation of this presentation. Please support your local pet rescue groups.**

## Conclusions

- **Marketing is the EXPLOITATION of your UNIQUENESS**
- **Self-marketing should become natural and part of every day**
- **Focus on your value and connect personally**



**You Control Your Future**

# What is Marketing?

- **Why do we buy?**  
**There is only one core reason we buy anything. What is it?**
- **Perceived value**
  
- **So what is Marketing?**
- **In simple terms:**  
**Marketing is the Exploitation of Your Uniqueness**
  
- **What makes successful marketing?**
  - **UNIQUE: Must present value over other options**
  - **CONNECT: Must connect with the target audience**
  - **ACTION: Must have a call to action**

## Why is Good Marketing Important



## Value Proposition?



## The Perception of the Message Matters Most



## Know Thy Self

- **What are you?**
  - **A degree? A job history? A collection of skills?**
  
- **What makes you unique?**
  - **Skills = Commodity**
  - **Value = Lynchpin**
  
- **LinkedIn Example:**
  - **"A dynamic leader with the ability to drive change and proven track record of high accomplishments in various areas." \***
  - **"15+ years of experience leading teams of 10-200 staff members. Managed 30+ projects ranging from \$100K-\$1.7M." \***
  - **"Developed and implemented, change and problem management processes that led to a 25% incident reduction within 18 months"**
  
- **Determine why you are unique and start to tell your story**

\* <http://www.careerealism.com/linkedin-summary-worst/>



## Where is Your Story Heard?

- **Everyday at your current employer**
- **Every professional interaction**
- **Personal interactions**
- **LinkedIn**
- **Resume**
- **Networking**
- **Personal professional site**
- **Blog**
- **Social networking**

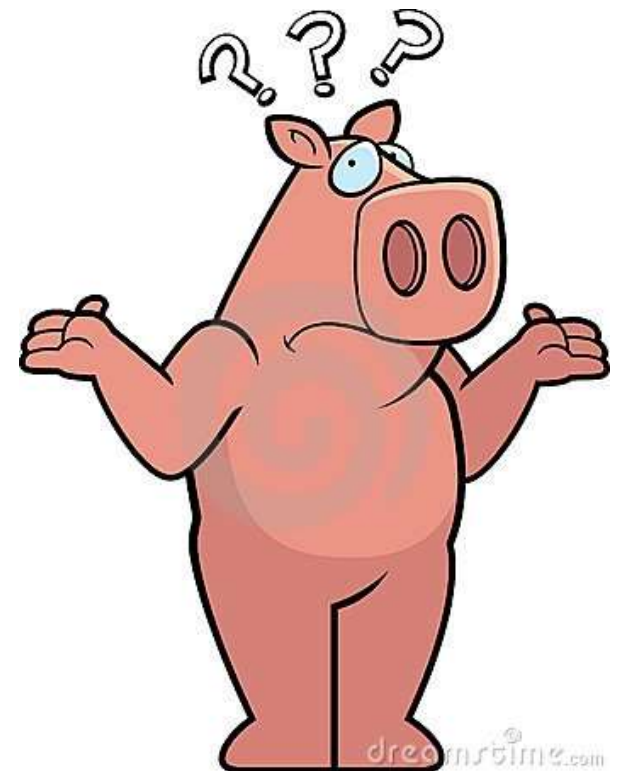


# What story are you telling right now?

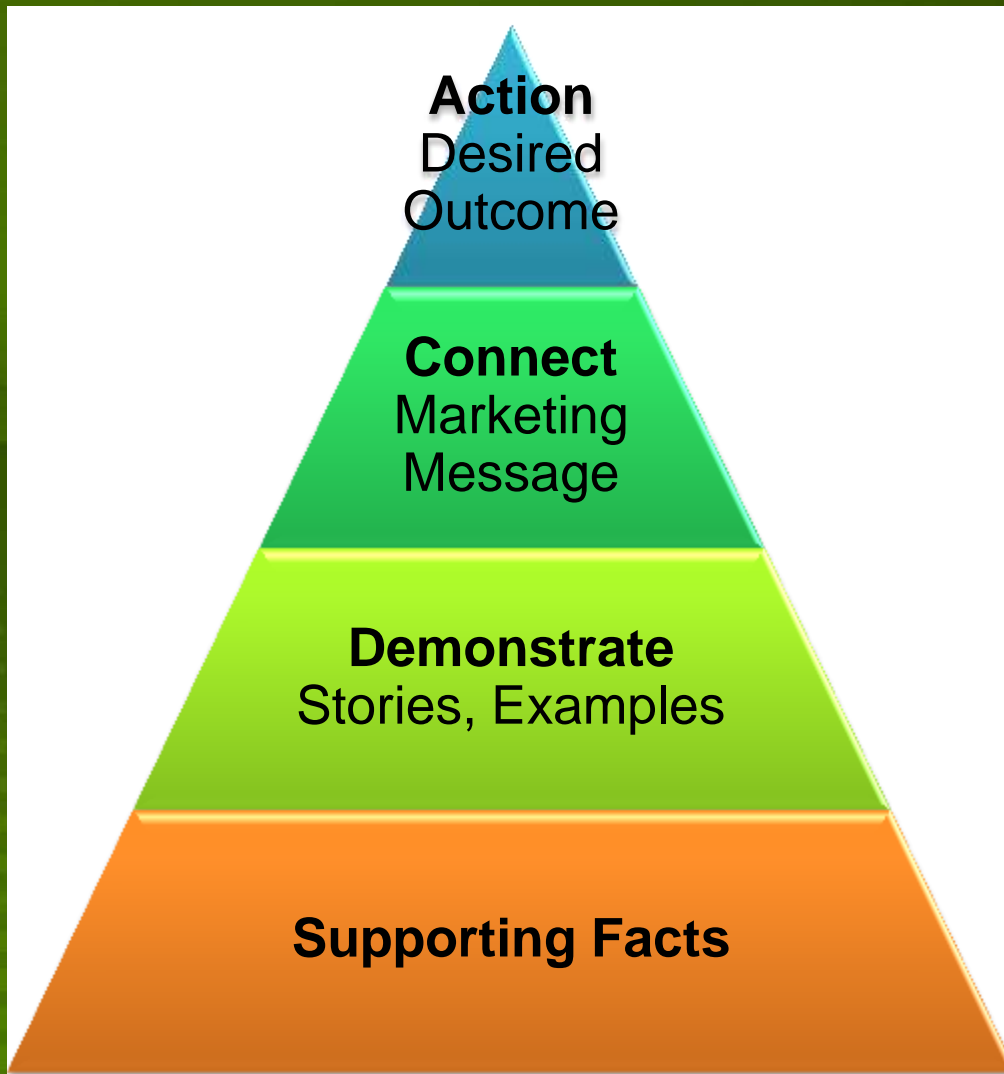
## Background



Summary



# Build a Foundation for Great Stories



## Your marketing must be:

- **Consistent**
- **Appropriate for audience**
- **Provide value to prospect**

## Your marketing includes:

- **Business cards**
- **Overviews**
- **Resume**
- **Case studies**
- **Testimonials**
- **Website/blog**
- **LinkedIn profile**
- **Supporting Materials**

## Goal/Positioning Statements

- **“To work with a reputable company that emphasizes high level of productivity, creativity, strong work ethics, excellent professional demeanor in all dealings, genuine interest in client growth, and, recognition and good remuneration of hardworking employees. ”**
- **“Experienced project manager with over 6 years of project consulting, design, and development experience resulting in increased organizational performance.”**
- **“Digital Technologist focused on helping marketers strengthen their client relationships through implementations of Enterprise Content Management, E-commerce and Web Analytics.”**

## Resume Experience: The Wrong Way

- **COMPANY**
- **I worked on the remake of a web tool supporting construction company logistics. I evaluated the company requirements for the project, compared the requirements to the capabilities of ASP.Net/VB.Net and ColdFusion. Considering all the aspects of the project I recommended ColdFusion for its document handling and reporting capabilities as well as the capabilities of the developers that would eventually take over the project. I redesigned the tool to function on an SQL 2003 DB Server with ColdFusion back-end support and Dreamweaver front-end development. I functioned as the focal point in discussions on business logic and developed application specifications for the project. The tool was designed to replace a SharePoint implementation, allowing a more flexible and functional interface for information flow and document management. I also designed and implemented the Database schema. The Web interface included a high degree of HTML, DHTML, JavaScript and CSS development including a version of Ajax interaction between JavaScript and CF components for real time data access.**

## Resume Experience : A Better Way

### **CLIENT Corporation\*3 Project Management Consultant**

- **Project Manager for the XXXXX project. Allowed CLIENT Investigators to detect, track and manage both fraud alerts and other suspicious activities.**
  - **\$2.1 Million budget; 14-month schedule; 54 onshore/offshore project resources;**
  - **Development included significant application changes and data conversion**
  - **Accountable for restoring client relationship, building and managing the project plan, risk mitigation, change control, budget, schedule and quality management**
  
- **Project Manager for four (4) simultaneous projects including an upgrade release for new account openings for the investment management application.**

\*Text modified from original version

## Resume Tips

- **Primary goal:**  
**Demonstrate value to past and future companies**
- **Secondary goal:**  
**Demonstrate critical job skills or special subject matter expertise**
- **Use correct spelling, grammar, verb tense and tone**
- **Maximum 2 page resume, abbreviate old jobs**
- **Everything you communicate must sell you for the single position you are applying for**
- **Communicate value as headlines not articles**
  - **“Developed a B2B ordering and warehouse management system which resulted in an 800% increase in productivity.”**
  - **“Designed a new product platform which decreased client development time by 80% and client cost by 40%, while increasing profit margin by 135%.”**

# Overviews, not Cover Letters/Resumes

- **A resume is a chronological log of past experience**
- **Cover letters are typically used for stating what is missing from your resume.**
- **Why overviews?**
  - **Sells you the way you want to be seen**
  - **Easy to adapt to each opportunity**
  - **More memorable and effective**
- **A good overview is**
  - **Visually appealing**
  - **Tells a story that solves the audience's core need**
  - **Leaves the audience wanting more**

[View examples >>](#)



**HANS ECKMAN**

Hans Eckman provides transitional management and consulting for growing companies.

- Simplifying operations processes
- Automating information management
- Getting the right information to the right people to support better decisions.

**Delivering High ROI E-Business Applications**

- Spiderwear's storefront and warehouse management system increased order processing efficiency by 80%.
- Market Velocity's new platform reduced development time for new client sites by 80%, while increasing profit margin by 135%.
- The Home Depot eliminated 80% of paper-based safety reporting with an online information and work flow management system.

*"He is very intelligent, has great vision, and best of all, he can execute. His written skills are the best I've seen. He is excellent at working with his constituents to identify the need/challenge and then works to find the best possible solution. He is dedicated and loyal."*  
 — Diane Moore, VP Sales & Marketing, Market Velocity, Inc.

**Maximizing Team Productivity and Value**

- Co-wrote a hybrid SDLC and templates in improve software quality from offshore development for Xpansion.
- Rebranded SRK Ventures to focus on core market, contributing to record growth in 2007 and a new business direction.
- Helped Voicecom Telecommunications develop a strategic partner channel, and reduced partner launch time from 3 weeks to 3 days.

*"Hans has excellent communication and management skills. He was able to take very complex business problems and communicate them effectively to business and technical staff. I can honestly say that without Hans, the project we worked on would not have been close to being a success. Hands down, he's one of the brightest guys I've ever worked with, a true pleasure to work with."*  
 — Todd Story, Software Engineer, SRK Ventures Inc.

**The Experience to Help Your Company Grow and Succeed**

- Business Analysis
- Project Management
- Information Architecture
- Business Process Reengineering
- Sales and Marketing Support
- Web and Portal Development
- Technical Writing, Documentation
- E-Commerce Systems
- Product Management
- IT Management
- Training Systems and EPSS
- Offshore Development
- Feasibility Studies

Resume and case studies available online at <http://hansECKMAN.com>

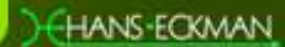
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# Case Studies

- **Storyboard/Slide Format (1-2 per printed page)**
- **Use Problem/Solution or Context/Outcome**
- **Quantify value**
- **Use headlines**
- **Use feedback**
- **Be consistent**
- **Design matters**

## Spiderwear's System Delivers Circuit City Uniform Business




Hans has consistently delivered solutions for us on deadline and under budget. He has a wonderful sense for what the client needs, and is always willing to go above and beyond if the project requires. I wouldn't hesitate to recommend Hans for your IT needs."

-- David Solomon,  
COO, SpiderWear

### The Challenge

Spiderwear needed a new system to serve 40,000 employees in 600 stores.

- Hans defined and implemented a web-based warehouse and order management system.
- Uniform store allows Circuit City to manage and approve orders through Peoplesoft.

### The Result

- Spiderwear can process 800% more orders in the same time.
- Zero fulfillment errors or omissions in 2007.
- System can support Spiderwear's other large client uniform programs.

2006 - 2007



[View examples >>](#)

# Supporting Materials – Project/Skills Matrix

Hans\_Eckman-Project\_Matrix\_2007.xls [Compatibility Mode] - Microsoft Excel

Home Insert Page Layout Formulas Data Review View Add-Ins

Normal Page Layout Full Screen Workbook Views

Page Break Preview Custom Views

Ruler Gridlines Message Bar Show/Hide

Formula Bar Headings

Zoom 100% Zoom to Selection

New Window Split Arrange All Hide Freeze Panes Unhide Save Workspace Switch Windows

A3 Employer

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC
1	Employment/Clients	Sales/Marketing								Definition								Development				Testing							
2		Sales/Sales Support	Account Management	Web Marketing	Partner Program	Public Relations	Marketing Collateral	Market Research	Business Plan Development	Needs Assessment	Business Process Reengineering	User Interface Requirements	System Requirements	Change Management	Project Management	Product Management	Auditing	Prototyping	Graphic Design	HTML Web Development	Application/Script Config.	Hosting Setup	E-Commerce	Test Case Writing	QA Testing	UAT Testing			
17	Client, Project																												
18	AT&T Interactive Products and Services									X	X	X	X					X	X	X									X
19	Atlanta Public Schools					X				X	X																		
20	Atlanta Reproductive Specialists	X	X							X		X	X																
21	AtlantaVolleyball.net	X		X	X	X	X	X		X		X	X	X	X	X		X	X	X	X	X	X	X	X		X	X	
22	Banana Brothers Comedy Network	X	X	X			X	X	X	X	X	X	X		X	X		X	X	X		X	X				X	X	
23	BARCO, Inc.		X							X	X	X	X																
24	BellSouth - Corporate Intranet		X	X		X	X	X		X	X	X	X	X	X					X	X	X						X	
25	BellSouth - Ethics and Business Conduct		X	X						X		X	X	X	X	X		X		X									
26	BellSouth - FastCompany		X	X				X																					

Roles Industry

## Top Career Marketing Mistakes

- **Unintentionally insert your social life into your professional image**
- **Try to be everything to everybody**
- **Misrepresent yourself**
- **Assume your audience has your viewpoint or awareness**
- **Do Nothing**

## Conclusions

- **Marketing is the EXPLOITATION of your UNIQUENESS**
- **Self-marketing should become natural and part of every day**
- **Focus on your value and connect personally**



**You Control Your Future**

# Additional Resources



## Story Telling - What Makes a Good Story?

- **Short**
- **Relevant**
- **Entertaining**
- **Provides Value to Listener**

**Practice adding stories at work, social gatherings, and when you meet people.**

## Three Steps to a Better Position

### ➤ **MEET**

- **Internal sales**
- **Networking**

### ➤ **CONNECT**

- **Understand from the audience's perspective**
- **Elevator pitch and stories**
- **Find common ground – Translate needs to value**

### ➤ **ACTION**

- **Predefine the desired outcome**
- **Confirm and follow-up**
- **Propose ways to meet their needs**

## Book Recommendations

- **The Brand Called You: The Ultimate Personal Branding Handbook to Transform Anyone into an Indispensable Brand by Peter Montoya; Tim Vandehey**
- **Linchpin: Are You Indispensable? by Seth Godin**
- **Made to Stick: Why Some Ideas Survive and Others Die by Chip Heath and Dan Heath**
- **What Color Is Your Parachute? 2013: A Practical Manual for Job-Hunters and Career-Changers by Richard N. Bolles**
- **StrengthsFinder 2.0 Hardcover – February 1, 2007 by Tom Rath**



## Stay Connected

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