Marketing Yourself for a Better Career

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Georgia State University

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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.**

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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?**
  - o **UNIQUE: Must present value over other options**
  - o **CONNECT: Must connect with the target audience**
  - o **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?**
  - o **A degree? A job history? A collection of skills?**
- ➤ **What makes you unique?**
  - o **Skills = Commodity**
  - o **Value = Lynchpin**
- ➤ **LinkedIn Example:**
  - o **"A dynamic leader with the ability to drive change and proven track record of high accomplishments in various areas." ***
  - o **"15+ years of experience leading teams of 10-200 staff members. Managed 30+ projects ranging from $100K-$1.7M." ***
  - o **"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**

Where is Your Story Heard?

- **Pursuing Masters in Information Systems from one of the top 10 colleges in the United States. With over 3 years of experience in IT Project Management and Software Development. Aspiring to expand my knowledge base in Information Systems while being at the junction of business and technology**

- **54 Google+ Followers, 347 LinkedIn connections, and 494 Facebook friends** (and we can name them)

- **Likes Solar India, Verizon Wireless, Sachin Tendulkar**
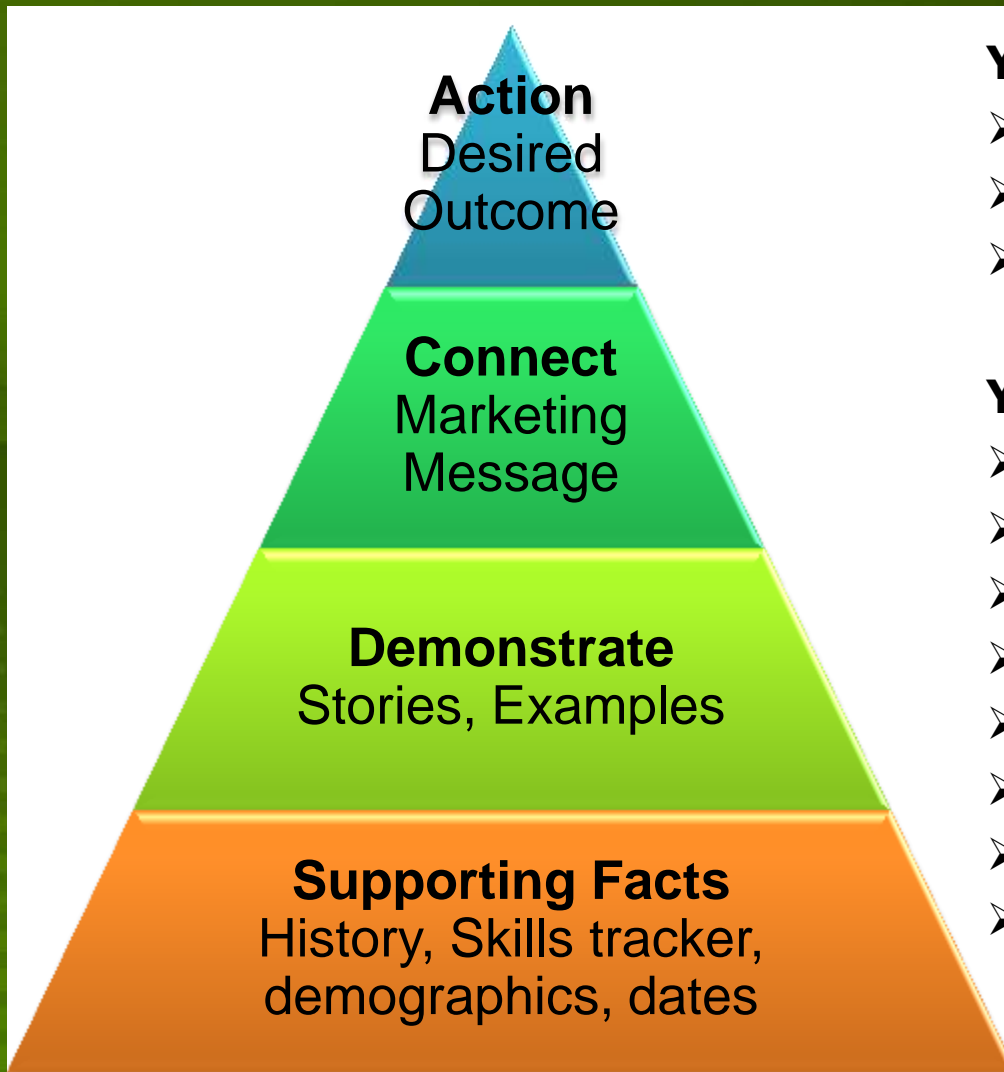
Where is Your Story Heard?

➢ XXXX is looking to network within the Computer Information field and build professional relationships with other business professionals

  After graduating Georgia State University with a BBA in Computer Information Systems and Risks Management i plan to work closely with those living with Developmental Disabilities.

➢ One of my favorite Authors, Wes Moore!!!

➢ https://www.youtube.com/userXXX

Build a Foundation for Great Stories

Action
Desired
Outcome

Connect
Marketing
Message

Demonstrate
Stories, Examples

Supporting Facts
History, Skills tracker,
demographics, dates

Your marketing package must be:
➢ **Consistent**
➢ **Appropriate for the audience**
➢ **Provide value to prospect**

Your marketing package includes:
➢ **Business cards**
➢ **Overview***
➢ **Resume***
➢ **Case studies***
➢ **Testimonials**
➢ **Website/blog**
➢ **LinkedIn profile**
➢ **Supporting Materials***
* Will be discussed in this presentation

Goal/Positioning Statements

➢ **"To obtain a position that will allow me to fully utilize my communication, organizational, and problem solving skills."**

➢ **"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

o **Company**

o **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 - Project Management Consultant[*3]

➢ **Project Manager for the XXXXX project. Allowed CLIENT Investigators to detect, track and manage both fraud alerts and other suspicious activities.**
  - o **$2.1 Million budget; 14-month schedule; 54 onshore/offshore project resources;**
  - o **Development included significant application changes and data conversion**
  - o **Accountable for restoring client relationship, building and managing the project plan, risk mitigation, change control, budget, schedule and quality management**
  - o **Project increased fraud alerts by 18% while reducing false positives by 42%.**

*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**

  - o **"Developed a B2B ordering and warehouse management system which resulted in an 800% increase in productivity."**

  - o **"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 to highlight or state what is missing from your resume.**
- ➤ **Why overviews?**
  - o **Sells you the way you want to be seen**
  - o **Easy to adapt to each opportunity**
  - o **More memorable and effective**
- ➤ **A good overview is**
  - o **Visually appealing**
  - o **Tells a story that solves the audience's core need**
  - o **Leaves the audience wanting more**

View examples >>

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**

View examples >>

Spiderwear's System Delivers
Circuit City Uniform Business

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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.

Spider

2006 - 2007

"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

Supporting Materials – Project/Skills Matrix

Top Career Marketing Mistakes

- ➢ **Do Nothing**

- ➢ **Misrepresent yourself**

- ➢ **Try to be everything to everybody**

- ➢ **Assume your audience has your viewpoint or awareness**

- ➢ **Insert your social life into your professional image**

Conclusions

➢ **Marketing is the EXPLOITATION of your UNIQUENESS**

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Stay Connected

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Additional Resources

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Story Telling - What Makes a Good Story?

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

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

Three Steps to a Better Position

- ➢ **MEET**
  - o **Internal sales**
  - o **Networking**

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

- ➢ **ACTION**
  - o **Predefine the desired outcome**
  - o **Confirm and follow-up**
  - o **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 (Author)**

- ➢ **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**

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