

### ◆ **Clean up your online presence**

- ◇ Recruiters will look you up, so be sure that what they find would impress and not ruin your chances
- ◇ Build a good reputation that precedes you professionally
- ◇ Google yourself to find out what others see, make relevant change and updates

### ◆ **Networking—‘connecting with people’**

- ◇ Family and friends
- ◇ Everyone on Face Book
- ◇ Current and past colleagues
- ◇ Acquaintances
- ◇ School Alumni
- ◇ ...basically everyone, just get your word out

## **Summary**

It's not just about marketing yourself; it's about having a product to market. Your marketing strategy will only be as good as the product, so take the time to graduate with a brand that employers will want to buy.

**SJPP Liaison Office**  
**“Enter Work With Skills”**

# Marketing Me



## What Is Marketing Me?

“Marketing yourself” means to show yourself in the best light to prospective employers. It is simply communicating to others why they should interact with you and take you seriously.

When marketing yourself effectively you should never be a hard sell. The way you communicate is what the listener will find interesting, it is what they are looking for, as they try to understand you.

### *Be your own salesperson*

Think of yourself as a salesperson whose livelihood is dependent on the sales of your product, except in this case, the product you are marketing and selling is yourself.

The way you act, your appearance, the way you speak are all part of you as a product. So learn who your target market is and position your brand to meet with their demands.

The most effective marketer knows how to position his or her product and advertise all the benefits that are relevant to the needs of a buyer. Similarly, to close the sale and wow the employer, you need to expound on the benefits of the product - your strengths, work experience, industry knowledge, contacts, specific skills, abilities and successes, and quote examples that matter most to the business' objectives or vision.

The following are a few great ways you can start marketing yourself today:

#### ◆ **Self –assessment**

- ◇ What are your values?
- ◇ What are you passionate about?
- ◇ How do you operate?
- ◇ What are your strengths?
- ◇ What are your weaknesses that you can turn into strengths?

#### ◆ **Identify your target audience**

- ◇ Know your potential employer inside and out. Do as much research to find out the type of skills, personality and knowledge they value highly.

#### ◆ **Stay informed**

- ◇ Keep up to date with any developments and news in your industry.

#### ◆ **Project confidence**

- ◇ Trust yourself
- ◇ Be realistic
- ◇ Have a positive attitude
- ◇ See possibilities and opportunities rather than failure.