

How to Market Yourself Effectively

To live effectively in this world, to achieve our goals and make a difference, we are highly dependent on interacting with others. Marketing yourself is simply communicating why someone would want to interact with you. It includes honestly presenting your positive features – the ones that are valuable in that particular relationship – in a way that interests the other person.

Marketing yourself to others effectively should never be a hard sell. It is communication that the listener will find interesting and will be looking for, as they seek to understand you.

The way you speak, your appearance, and the way you act will all become part of your marketing message. You want them to know that you are a capable and trustworthy person to help them improve or resolve issues in the company.

The benefits of effectively marketing yourself are:

- You will ease social interactions and rapidly build rapport with others;
- You will become more valuable to others when they see how you can help them;
- You will become more valuable to yourself when you can see your own positive traits;
- You will achieve your goals more effectively because you will secure the cooperation of others more easily.

Reference: Tom O'Leary www.lifegoalaction.com

In this uncertain economy, the job market is more competitive than ever. You may not get the interview if your resume doesn't market your abilities with precision and impact. Here are some tips on how to make yours stand out:

Put yourself in the employer's position

Always remember the basic question that runs through the mind of every employer who picks up your resume: *What can you do for me?* They don't just want to know what you've done for someone else! Hit the employers over the head with your applicable skills and abilities that you've extracted from your work history and education.

Do the thinking for the employer

On your resume, market the skills and abilities you wish to use most and which you think employers want to see. Determine this by *researching the company* and a job listing.

Keep in mind that people get jobs, not resumes

It's up to you to get the job through research, effective written and verbal correspondence, and professional interviewing. However, a perfect resume is essential for those completing in a tough economy. Use yours to market yourself as the best person for the position.

Reference: <http://www.kaptest.com>

How to Market Yourself After a Layoff

There are thousand of people job searching just like you. You will have to find a way to set yourself apart from them as you look for a new position. If you merely present your past accomplishments to prospective new employers, you will remain planted in your past. Instead, you need to use your past experiences to convince employers that you have the knowledge and skills of **their company** and **their industry** to help move them forward. If you can do that, you will propel yourself into a new position and challenge.

Learn how to market yourself

Remain positive and upbeat. Don't let yourself get sidetracked and never give up faith in yourself and your abilities. Most people hate acting as their own direct marketer, but that is what searching for a job is all about. People create their own luck. It starts with marketing the best product that you have...you!

Create a focused plan

Research which industries and areas of the country are hot right now and identify companies within those industries and geographic areas that you want to approach. Network constantly and aggressively, but with focus. Direct your networking to where there are real opportunities. This also involves extensive research: you must learn who the contact people are in the companies, associations and cities in which you are searching and seek out those specific people.

Create the right pitch

In order to land an interview, you first must get past the "gatekeeper" - e.g., the secretary or administrative assistant who controls access to the person with hiring authority. This isn't easy and requires you to develop a pitch that sets you apart from other job seekers. The worst thing you can say is, "I'd like to speak with Bob Jones about employment opportunities." You will be dead in the water with that one. Instead, craft a pitch that demonstrates your knowledge of the company, its products, its markets or its industry. You are much more likely to reach Bob Jones if you tell his assistant that, "I have research on how the data warehousing industry can increase sales and would like to present my findings to Mr. Jones."

In the interview, sell yourself through your own questions

Most interviewers remember more of what they have said during an interview than what the applicant has said. To get beyond this, and to set yourself apart from others, you should impress the interviewer with your own knowledge of the company and its industry. The best way to do this is by asking concise, focused questions that allow you to demonstrate that you've done significant research about the industry, about the company itself - including its products, its market and its competitors. And last but not least, you need to demonstrate that, as a result of your past experience, you can help move the company forward.

Be willing to take a step backward

If it appears that you may have to accept a position at a lower level on the executive ladder than your previous one, don't assume that you are losing opportunities to move forward. In a hot company, or a hot industry, you may move ahead faster than if you seek higher positions in companies or industries that are contracting.

Approach lots of companies

In this economy, it is unrealistic to expect that you can successfully land a new job by talking to only a handful of companies. You should plan to approach a minimum of 50 companies, and contacting 100 companies is not out of the question. From this, if you have followed all the other steps outlined above, you should have a good chance of landing five to seven interviews.

Searching for a new job following a layoff can be one of the most difficult, draining and demoralizing processes that people have to endure. Or, it can become one of the most uplifting, eye-opening experiences that can change your life for the better. Just give yourself time, don't lose your self-confidence and follow a well-crafted plan. *Most important, never forget that employers are looking for people who can demonstrate energy, intelligence, aggressiveness and persistence. And persistence will pay off.*

<http://itmanagement.earthweb.com/career/article.php/941471>

Your Recruitment Strategy breaks down to a few simple steps:

Step 1: Qualify Yourself

Write on a piece of paper: a) what you want and need from a job, and b) what you have to offer an employer. Clarifying in your own mind what you have to offer or “Why Hire Me?” List 3 “why hire me’s” to accompany each feature you “want” and “need” from a job.

Step 2: Analyze Your “Why Hire Me” Points

Many job seekers fail to inform potential employers of key facts about themselves, because they have not fully acknowledged their own strengths and skills. Ask friends and associates what they see as your strengths. List at least 25 reasons why an employer should hire you. This will help you more honestly and fully express yourself and improve your chances of being hired. There are no laws preventing you from asking questions and offering information about yourself that makes it safer for them to hire you. Reassure their fears by making it very safe to hire you.

Step 3: Prepare a Resume that will Secure Interviews

The real purpose of your resume is to get you interviews. If necessary, enlist professional help to develop an effective resume that summarizes the key strengths you identified in Step 2.

Step 4: Implement Your Recruitment Strategy

Many professionals market themselves solely through resumes and networking. These tactics are limiting. You'll do better by creating multiple paths toward the central goal of getting interviews. List on a sheet of paper every method you can think of that could generate leads, and then follow up every lead until you get either the interview or another lead. The following ideas you might not have thought of doing:

- Call people and companies you've always wanted to work for
- Tell everyone you know that you're looking for a job
- Ask for informational interviews
- Ask for other names
- Field prospects from the news
- Join a job-seeking networking group
- Post your resume on the Internet
- Research profiles of people at companies and their progression

Step 5: Secure Interviews

When you target a person and company, call *before* you send your resume. Request an interview *at least twice*. If your request is denied, counter with: Do you know someone who is hiring? Which search firm do you use? Will you keep my resume on file for future reference? Make your job hunt a daily routine. Don't go to bed until you've taken some direct or indirect action toward getting an interview. A direct action might be calling a prospect to ask for an interview; an indirect action might be mailing out a resume or developing a new lead.

The combination of fully acknowledging why someone should hire you and implementing a diversified marketing approach can give you the confidence that if you are displaced for any reason, you will know how to go about finding a job. This knowledge may ultimately be as important to your security as the skills you've learned on the job.

A foolproof plan is one that provides a diversified approach to securing interviews. The interviews are the key to getting the job because you can't get a job without one. The more interviews you go on, the better your chances of getting hired.

Before the interview, ask yourself these questions:

- Why am I going to this company? What kind of commitment am I willing to make to this company?
- Why should they hire me? Do I have the skills and experience for the position?
- Am I interested in this position? Do I display interest in this position through my appearance and attitude? Am I willing to take this position if it is offered?
- Am I willing to learn? Am I willing to change my attitude if necessary?
- Have I researched this company to make sure I'll ask intelligent questions?

The goal of the interview is to be able to answer YES to the following questions:

1. Does the interviewer know I am interested in his/her position and company?
2. Am I capable of handling this position? Explain in terms of your experience, skills, education, talents, attitudes, and core values.
3. Will I stay for a reasonable length of time, and will my values and commitment align with the company's expectations?

Don't leave the interview until you:

1. Make it clear to the interviewer that you are interested, capable, and committed.
2. Ask the interviewer if s/he has any further questions about your background.
3. Express an interest in the position! This is very important. The last impression you make is the one the interviewer remembers best. If you want the position, say so! This could be the one fact that sets you apart from other candidates with qualifications equal to yours.
4. Thank the interviewer for his/her time.

After the interview send a note of thanks, emailed, handwritten or typed. Do not send a printed card, and don't telephone your thanks.

Reference: www.hrstore.com/market_yourself.html