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**From:** CramSession [SMTP:listboss@list.cramsession.com]**To:** Steven.Thode**Cc:****Subject:** Four Strategies For Marketing Yourself**Sent:** 12/12/2001 6:39 PM**Importance:** Normal**IT Careers Tips**

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## Four Strategies for Marketing Yourself

### 1) Know Your Product: Yourself

What skills, competencies, knowledge, education, and achievements do you want to market? What is the professional image you want to project? Think about your career vision and professional goals as you consider what technical and transferable expertise you are passionate about. Design your professional niche - a customized targeted plan of your expertise, successes, proficiencies, and savvy. Professional niche data and information forms the basis for a focused and selective resume.

### 2) Know Your Plan of Action

Do you have an organized campaign in place? Do you know what you need to do to market yourself successfully and efficiently? A plan of action includes:

- Steps to take
- A budget for campaign costs
- Having priorities in order
- Outlining your "to-do" lists
- Following timelines for a successful job search strategy

Be practical and realistic in terms of what you can add to your everyday schedule. Develop tracking forms for networking follow-up meetings, organization contacts, referral sources, and resume/marketing document submissions.

### 3) Know Your Market

Have you identified the organizations or clients that would be interested in your background and expertise? Be knowledgeable about local and regional economic, demographics, and business trends in your geographic area. By determining your potential market, you can tailor your resume or marketing document to demonstrating how effectively you can meet a potential employer's specific requirements.

### 4) Know the Marketing Tools To Use

Is your resume up-to-date and are you using other types of marketing materials? A resume is your most important tool for a job search. Think of it as a marketing document introducing you in a unique way that is concise, directed and clear.

Some professionals also draft a professional profile or fact sheet if they are considering a transitional stage of going from internal to external consulting. A fact sheet can be an inexpensive resource to use until you make your final decision and are ready to invest in a marketing brochure.

Even if you are currently unemployed, you should invest in a business card. It should contain basic contact information and perhaps a short summary (on the back of the card) listing key skills or a short version of your primary work-related accomplishments for use at networking functions.

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