


SELF MARKETING AND NETWORKING

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What is Self Marketing?

- *Self marketing defined:*
- Sometimes called personal branding because it uses branding tools to create an image around an employee rather than a product.
- It gives candidates more opportunities to effectively communicate their values, skills, experiences, and vision to potential employers.
- Successful self marketing helps employees separate themselves from the hundreds of other applicants who may be competing for the same job.
- helps individuals improve their image and reputation to advance their careers.



*For the purpose of this
presentation, we will use*
Personal Branding
to mean
Self marketing.

True or False?

Personal Branding
is all about getting a job.





FALSE

What is a Personal



Who is this?





Your **Personal Brand** is the perception that people have of you, as compared to other people in similar positions.

Start thinking of yourself as a brand...


- What do you wish for people to associate with you when they think of your name?
- Is there a certain subject matter in which you want to be perceived as an expert or are there general qualities you want linked to your brand?
- Brands are built on what people are saying about you – not what you are saying about yourself.





Why Is Personal
Branding Important?

Benefits of Personal Branding

- Personal branding is about deciding to take an active role in the direction of your life.
- 1. **Permission to be yourself** - The personal branding process assures you that it's okay to be yourself. If you've built your life on pretenses — on attempts to be someone you are not — this assurance is a huge relief. Personal branding is about expressing your authentic self by allowing you to be the person you are meant to be.

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- **2. Gains in confidence** - You develop confidence as you develop your personal brand. That confidence comes from looking at your strengths and knowing that you have many positive qualities to share. When you know that you have something of value to offer, your self-esteem soars.
 - 3. Building credibility** - our target audience wants to know that you can do what you say you're going to do. You build credibility not through your words but through your actions. If you live your personal brand and keep your brand promise to your target market, you are automatically on the path to credibility.

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- **4. Showcasing your specialty** - You need to specialize and have an area of expertise. When asked what you do best, your answer can't be "everything." No one knows what that means. To develop a specialty, the best place to start is with what you know.
 - What can you do that few others know how to do? What segment of the population do you understand better than most people in your field do?
 - You have a unique combination of work experience, life experience, and personal characteristics that create the foundation for determining your niche. To be known in a certain niche, you are wise to choose an area of expertise or market segment that you know well and that you enjoy.

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- **5. Leaving your mark** - Part of the branding process is becoming known for something. Your first step is to identify your best characteristics so that you know what to build on.
 - In a way, developing a personal brand is a means of ensuring that you leave a legacy. People will remember you through your actions, your expertise, and the emotional connections that you make.

- *Personal Branding helps you to stand out*





Step 1...

Develop A Personal Brand Statement

A photograph of three-dimensional letter blocks arranged to spell out the question 'Who Are you?'. The blocks are made of a dark, textured material, possibly wood or metal, and are set against a plain white background. The words are arranged in two rows: 'Who Are' on the top row and 'you?' on the bottom row. The letters are of varying heights and widths, giving the phrase a dynamic, handcrafted appearance. The lighting is soft, casting gentle shadows beneath the blocks.

A Personal Brand Statement Should Be...

- - Understandable & memorable
- - Synonymous with how others describe you
- - Support a larger goal that others will care about



Examples;

- I help companies make the most of talent. I marry the sublime with the systematic — allowing for change with a focus on implementation. – Business Consultant
- I energize, focus and align manufacturing organizations, resulting in sustainable acceleration of processes, reduction in waste, and growth of profits. – Consultant
- I am a high-end service provider giving the sophisticated traveller a stylish and tailor-made experience at my Marrakech boutique hotel. – Hotel Owner

Step 2...



Use Social Media



How to use Social media to create a network;

1. Set Up a Google Profile
2. Build an effective LinkedIn Profile
3. Blog About Your Profession

Step 3...

Volunteer Yourself





Get Noticed

- Volunteer for projects at school and at work
- Volunteer for projects within your community, church
- Freelance
- Teach a class at a University or at your company
- Write – column, newsletter, blog
- Participate on a panel or speak at a conference
- Offer to make a presentation – like me 😊



What is networking?

- Networking is about building relationships to share and gather resources and information.
- When you are networking effectively, both you AND your contacts are benefiting.
- You are building a personal and professional network for future endeavours.



Effective Networking..

Positive

- What's in it for them – WIIFT
- Pay it forward – what can you do for them?
 - Giving back
 - Send information, articles, make introductions

Negative

- What's in it for me – WIIFM
 - User
 - Only when you “want” something



The Value of Networking

- Provides you with information to help your career development
- Enhances your knowledge and credibility
- Uncovers opportunities and information difficult to discover in other ways
- Helps get you noticed for positions you have identified
- Puts you in less competitive circumstances



A new definition of networking

● Myth

- It's who you know, not what you know.

● Reality

- It's **who** you know. (Contacts)
- It's who knows what you need to know. (Strategic Contacts)
- It's **what** you know. (Information)
- It's who knows **you**. (Visibility)



Building Networking Momentum

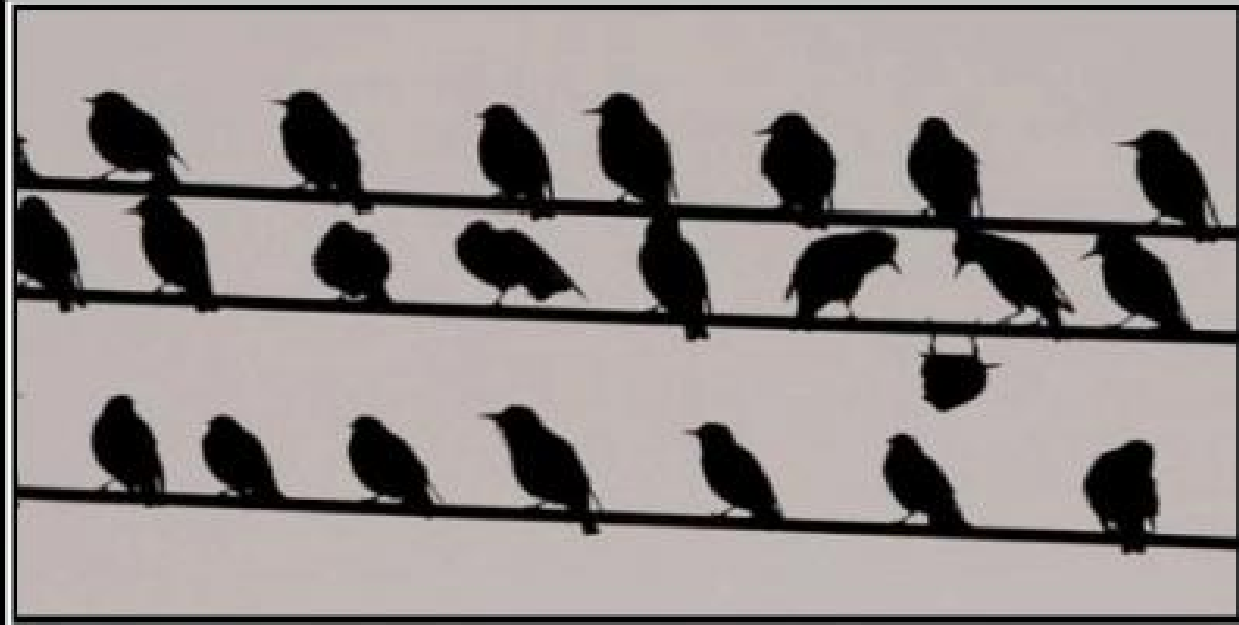
- Prioritize contacts, continue to reach out to build a strong pipeline of activity
 - Email or phone contacts (develop script/talking points)
 - Be sure to follow-up (get organized!)
- Set daily and weekly goals for number of face to face informational meetings and number of referrals obtained
- Attend group networking events to grow contacts:
 - (e.g. professional association meetings, community volunteering)
- Use social networking tools



Networking Best Practices

- Be organized
 - Create contact tracking system
 - Prioritize your contacts
 - Create research questions to ask
 - Develop a script before you pick up the phone—prepare for each possible obstacle!
 - Develop an agenda for Informational Meetings
- Be prepared to talk about your background and future interests
- Help others—don't just ask for help
- Be natural and genuine in your approach
 - say thank you and mean it
- Follow through on next steps and commitments

● *Finally...*



DIFFERENT

Dare to be different



- *QUESTIONS?*