



## Job Search



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# The Importance of a Personal Marketing Plan



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## Strategic Marketing & Planning

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- Marketing is the life force that drives successful organizations. We need to know where we are headed.
  - Your resume is the past history and your marketing plan is your future
  - It's not sales but understanding YOU as the product
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## Know Your Brand

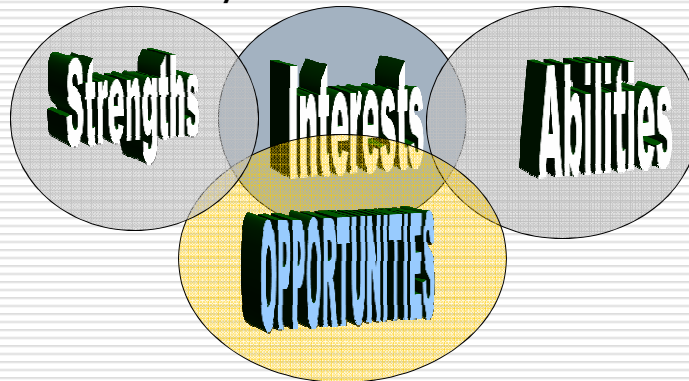
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- ❑ Job Titles are Over-rated
  - ❑ Job Title vs Personal Brand Statement
    - **Job Title:** What corporations want you to be, to fill their organizational hierarchy.
    - **Personal Brand Statement:** What you want to be in a single sentence that answers two questions: what are you the best at and who do you serve (audience)
      - ❑ Example: *A "Nano Materials Scientist for the Emerging Nano Technology Applications Market"*
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## Define your strengths:

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- ❑ SWOT analysis



## Planning Questions

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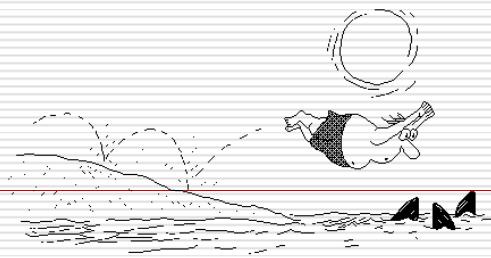
- Where have I been, where am I now, where will I go if I do nothing?
  - Where do I want to go with my career?
  - How do I get to where I want to go?
  - How do I convert my plan into actions steps?
  - How do I adjust plan if I don't get results.
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**IF YOU ALWAYS DO WHAT YOU'VE  
ALWAYS DONE,**

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**YOU'LL ALWAYS GET WHAT YOU'VE  
ALWAYS GOT.....**

**IF YOU'RE LUCKY.**



## Research & Create Value that's wanted:



## Market Research



- It's important to understand trends in your career field and understand companies that you would like to work for. Do company research using Google 1<sup>st</sup>!
- Research careers, trends, future?
  - US Department of Labor's Occupational Outlook Handbook:  
<http://www.bls.gov/OCO/>
- Do in-depth research on companies:
  - Internet info & Reference USA: available at High Point & other NC local public library branches
  - Complete this before applying to help with cover letters & "inside contacts"

## 4 P's of Marketing: Product, Promotion, Place & Price

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- You are the product:
    - What is your unique brand; how does it make you different than other job seekers?
    - How attractive is the product to employers, how can this be improved
    - Positioning: Identifying unique competitive advantages and selecting & communicating to individual employers proactively
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## Promotion

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- Strength of promotion tools maybe the most important piece of marketing
    - Docs:
      - Resume – attention getting, 2 pg max
      - Cover letters – thoughtful, linked to current products/services with skills
      - Phone calling, interviews
    - No matter how strong your background and skills it is essential to be able to properly communicate to employers
    - Needs to be consistent, polished and error free
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## Place

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- Distribution channels or set of individuals that will help you distribute “your” product:
    - Job postings/recruitment/advertising
    - Cold calling
    - ■ Networking
    - Web leads (Simply Hired, Indeed, LinkedIn, etc.)
    - Professional groups
    - Recruiters, executive search firms, etc.
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## Place, cont.

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- Consider Direct marketing to find “hidden” positions that make up to 60% of job market potential:
    - Reality is that few find jobs on job boards; estimated ~2-5%
    - A better strategy is to research companies that you have an interest in and market yourself to the decision makers
    - Goal is to get your foot in the door and create a relationship where none existed before.
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## Price

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**TOTAL Benefit for your time and talents; Salary + benefits:**

- Insurance (medical, dental, disability, optical, life, etc.)
- Raises, bonuses, overtime
- Vacation
- Paid holidays
- Sick days
- 401K
- Pension & Profit Sharing Plans
- Stock options
- Tuition reimbursement
- Health clubs
- Dependent care
- Employee assistance



## Interview & Negotiation

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- Properly & "proactively" present how I can meet companies Current and future needs
- Show appropriate interest level in job/company
- Demonstrate enthusiasm & good work ethic
- Defer salary questions to proper time, i.e., late in interview process
- Skillfully resolve/negotiate differences or gap between offer and what is needed on "total" package



"If You Think you Can You Can,"  
Mary Kay

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