

Marketing Yourself – You Can Do It!

Emily Bagley

Do you feel lucky?

- Marketing yourself creates luck.
 - If we want to be successful in business then it is critical to set ourselves apart by marketing ourselves.
- Use the “3 P’s marketing technique” (Allen)
 - Preparation
 - Packaging
 - Presentation

Preparation is the first P.

- Preparation is knowing what you have to offer.
 - Create a personal mission statement
 - Identify skills you already have.
 - Identify what you have to offer your customer.
 - Nurture a positive attitude
 - A positive attitude sets a strong foundation for your product, you! (Allen)

Packaging is the second P.

- Packaging is knowing what you want to achieve.
 - Maintain your resume/portfolio regularly
 - Keep copies of performance reviews.
 - Set goals, both short and long-term.
 - What do you want to achieve?
 - How can you achieve it?

Presentation is the third P.

- Presentation is knowing how to ask for it.
 - Strong communication, active listening and interpersonal skills.
 - Practice, practice, practice these skills!
 - Dress and grooming matter. Always.
 - Understand the corporate culture.

You can do this!

- The 3 P's of marketing yourself are simple
 - Preparation
 - Packaging
 - Presentation
- Marketing yourself creates success.
 - Set yourself apart by marketing yourself.

Start today!

- Take time to think about where you are.
- Take time to think about where you want to be.
- Take time to decide what you need to do.
- Write it down and begin today!

Q&A

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