

## Self marketing and resume preparation – objectives

- ◆ To understand the importance and application of self-marketing in the employment market place
- ◆ To understand how to write a good resume
- ◆ To be able to apply both.

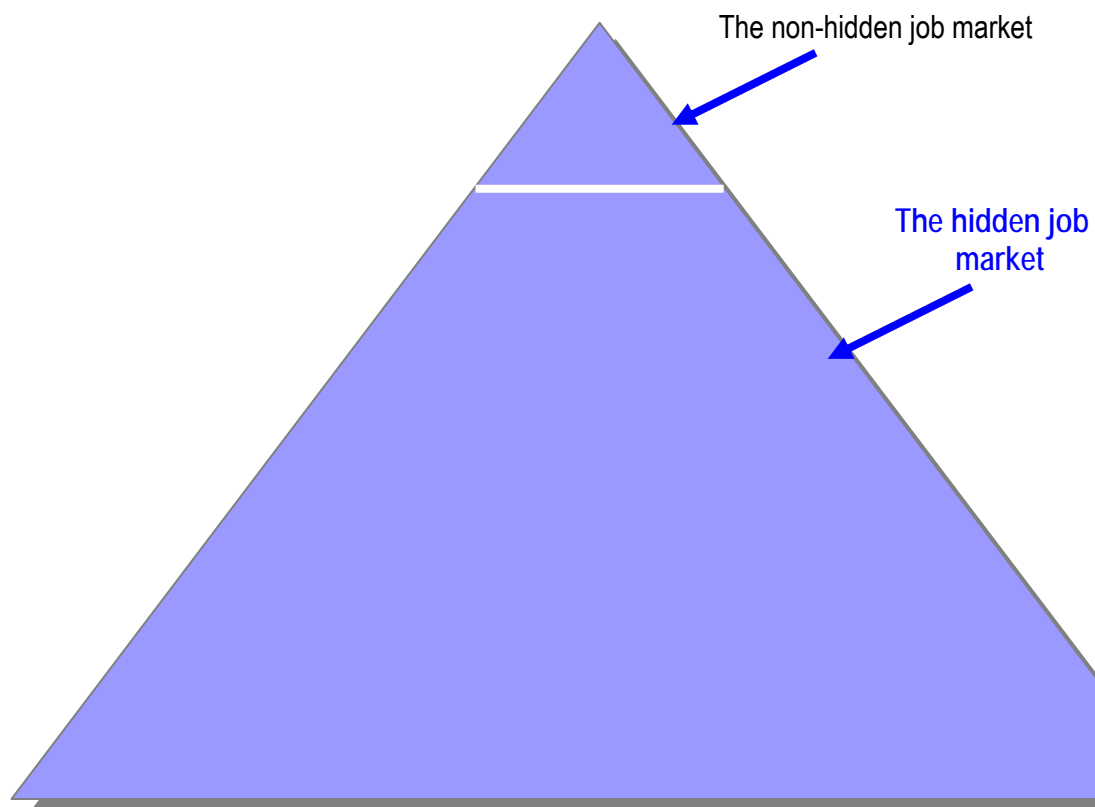
## A definition of marketing

Find out what people want and give it to them!

## Self-promotion

- ◆ Why do partners in professional firms get where they are?
- ◆ What does it take to be a self-promoter?

## The hidden employment market



## Good candidates self-promote

- ◆ Take yourself out of the highly competitive job market
- ◆ Differentiate yourself
- ◆ Put yourself in a better negotiation position by accessing opportunities before your competitors do.

## Focus on the industry sector

- ◆ Make a list of three at most
- ◆ Do your research - find out the names of the Human Resources Managers, Managing Directors within these companies
- ◆ Get some information about them - the web, etc.

## Focus on the positions you are interested in

- ◆ A maximum of three
- ◆ Find everything you can about the positions
- ◆ Talk to people who are currently doing these jobs
- ◆ Find out what you would need to do to qualify for these jobs.

## Money

- ◆ Find out what these jobs pay
- ◆ Have a clear target - people respect this
- ◆ Have a willingness to be flexible to get a start.

## Be prepared to use contacts

- ◆ It is not what you know...it's who you know!
- ◆ There is no shame in bringing any resource to bear
- ◆ Develop a list of the employment decision makers you know.

## Develop an approach strategy

- ◆ Put together a written approach strategy
- ◆ Develop a telephone approach strategy
  - You need not ask for a job - ask for information
  - Write yourself a script - it will do wonders for your confidence!
- ◆ Manage your activities - set yourself weekly targets for contact and commit to achieving them
- ◆ You would be amazed at how successful this strategy is.

## Cover all options

- ◆ Relevant recruitment companies - watch the papers for those who recruit people with your background
- ◆ Use the web – Seek, MyCareer, CareerOne and industry associations for your target position.

## The CV

- ◆ Maximum of five pages, ideally three
- ◆ Use point form as much as possible
- ◆ If you have employment history explain the jobs and companies
- ◆ Give dates of everything
- ◆ Focus on achievements.

## A good CV

- ◆ Shapes the interview
  - leads the interviewer to ask you about your strengths
  - Gives plenty of achievements to allow you to sell yourself
- ◆ Is tailored to the specific job and company
- ◆ Can be read quickly - put yourself into the shoes of the interviewer
- ◆ Gives the interviewer an idea of your style.
- ◆ Gives examples of things you have done which indicate that you could do this job (behavioural interviewing)
- ◆ Is exciting to read - uses active, emotional language.

## A good covering letter

- ◆ Brief and punchy
- ◆ Expresses keenness and enthusiasm
- ◆ States confidence
- ◆ Summarises the key relevant benefits in your background - the “must haves” of the position.

## Follow-up

- ◆ Don't rely on the document to do your work for you - call
- ◆ Plan what you want to achieve from the call
- ◆ Script it if necessary
- ◆ Often a smart question is a good way to differentiate yourself
- ◆ Leave them with a general statement of keenness and positivity.

## Summary and conclusions

- ◆ Be prepared to self-promote - it is a competitive world
- ◆ Access the hidden job market
- ◆ Put the effort into preparation
- ◆ Be positive and enthusiastic above all else
- ◆ Be persistent and patient
- ◆ Use all available resources.