

Developing Your Personal Marketing Plan

A Marketing Plan is designed to launch a product effectively. Here, the product is you and your career. This document will help you focus your strategy by articulating several key elements outlined below. Once these elements have been clarified, you can more effectively put your strategy into action.

| | | | |
|---------------------------------------|---|----------------------|----------------------|
| Targeted Position | | | |
| Brand Description | | | |
| Positioning Statement | | | |
| Product = Key Competencies | Skills: | Knowledge: | Traits: |
| Place = Target Market Characteristics | Geographic Area: Industries: Organizational Structure: Culture: Size of Organization: | | |
| Target Companies | Industry: Companies: | Industry: Companies: | Industry: Companies: |
| Price = Compensation and Benefits | | | |
| Promotion/Action Plan | | | |

Adapted from Next Step Partners "Creating A Career Marketing Plan"

Describing Your Brand

To begin planning, it's important to take a step back and look at the bigger picture of where you currently are in your career and where you want to go. Being clear about your brand, who you are, what others see in you, and what you want to be known for in the future can help guide your planning and decision making.

| | |
|-----------------------|--|
| Values | What are the values you live by? |
| Talents and Interests | What are your greatest talents or abilities? What interests you the most? |
| Known For | When colleagues think of you, what are you known for? |
| Possible Shifts | What do you want to be known for that you are not known for now? |
| Future | Imagine that ten years from now a current classmate or colleague is describing you to another colleague. What will s/he say? |
| Brand Statement | Summarize your answers to the questions above in a brief brand statement. |