

## SAMPLE PERSONAL MARKETING PLAN

### 1. YOUR NAME

Phone • Email • LinkedIn Address

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### 2. **OBJECTIVE:** What is your personal career objective.

**Example:** Project Manager or Lead Engineer position with a manufacturing company in SE Wis.

3. **CAREER HIGHLIGHTS:** **Example:** My expertise is in project and engineering management in a manufacturing environment with a focus on design for manufacturability, systematic process improvement, and problem resolution through root cause analysis.

### 4. **AREAS OF EXCELLENCE/KEY STRENGTHS**

**Examples:**

- Systematic process improvement
- Award winning public speaker
- Design with Customer Focus input
- Customer Service product training

### 5. **RESPONSIBILITIES SOUGHT**

**Examples:**

- Project leadership role
- Role as a “Hands-on” contributor as well as a team leader.

### 6. **TARGET COMPANY ATTRIBUTES**

**Examples:**

- \$20M or greater in sales.
- Located in Milwaukee/Waukesha area.
- Structured goal oriented environment.
- Focused on customer retention.

### 7. **DESIRED CONTACTS:**

**Examples:** Engineering Managers/V.P.’s, CEO’s

### 8. **TARGET INDUSTRIES & COMPANIES**

**Examples:**

Process Control	Instrumentation	Power & Components
ABB-Automation	Astronautics	Cooper Power Sys.
Eaton	Badger Meter	Waukesha Electric Sys

## KEY SECTIONS

1. Contact Information
2. A single short career objective.
3. From your resume or elevator speech.
4. Three to four key points, the things you are excellent at.
5. The kind of role you are seeking
6. What attributes you are looking for in a company.
7. Positions you need to contact.
8. 10-20 Target Companies

Courtesy Robert Bachman  
The Likeable Engineer

## Job Seeker Business Card

Key components of a job seeker business card  
[THESE ARE MUST INCLUDES]:

- 1.) Name
- 2.) Contact number and email address
- 3.) LinkedIn Address
- 4.) Career title, job title

Can include:

- 1.) Link to On-Line Resume
- 2.) Your Brand Identity
- 3.) Use the back of the card for:
  - a. Your Mission Statement
  - b. Key Skills
  - c. Accomplishments
  - d. Strengths

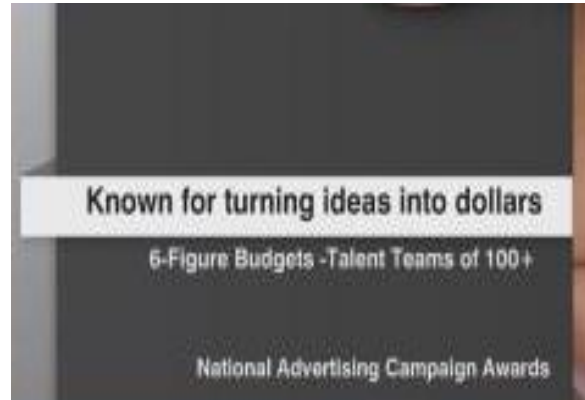
Need Not Include

- 1.) Physical address details

Example:                      Front



Back



## Personal Brand/Brand Identity

- 1.) Who are you? \_\_\_\_\_.
- 2.) What do people know you for?  
\_\_\_\_\_.
- 3.) What do you **WANT** people to know you for? [Hint: If 2 & 3 don't match you have work to do]  
\_\_\_\_\_.
- 4.) No more than a 10 word tag line

Examples:

- 1.) Purchasing Professional "I love to spend other people's money"
- 2.) Supply Chain Management "I take the chinks out of your supply chain"
- 3.) Tech Writer "The gearhead that writes"
- 4.) HR Professional "A heck of a nice guy"
- 5.) Engineer "The Likeable Engineer"

**Courtesy Robert Bachman  
The Likeable Engineer**

## **How to write a 30-60 Second Elevator Speech/Pitch**

How do you want to be perceived and remembered? If you want to make a good first impression, it's important to pay attention to the message you are sending as you introduce yourself. An elevator speech/pitch is your 30/60 second commercial. In today's world of "sound bites" to be able to articulate your qualifications, your value proposition quickly and with clarity is key to the job search.

It needs to be rehearsed and practiced a few hundred times, but still come off as spontaneous. And change the content to suit the occasion. The elevator pitch you give at a stand up networking event could be different than the one you give at church, or in the supermarket. As a job seeker always be ready to share your pitch and your business card.

And my rule of thumb: If it covers more than one side of a 3x5 card handwritten; it's too long.

So here are the keys to getting the right info in that pitch.

- 1.) Who are you?
- 2.) What are you looking for aka job title, career path?
- 3.) What is one of your key skills?
- 4.) What do you want?
- 5.) What can you offer?
- 6.) Ask for help
- 7.) Thank them and close with an open ended question [Like "Who else should I be talking to?"]

In its simplest form it looks like this:

Hi, my name is \_\_\_\_\_. I'm in the \_\_\_\_\_ field. And I am looking for \_\_\_\_\_. Who do you know that I should be talking to?

Examples:

- 1.) Gardener: "Hi, I am John Smith; I'm turning the world green...one garden at a time. I'm a professional gardener with years of experience tending gardens and landscaping. How can I help your garden grow?"
- 2.) Computer programmer: "Hi I connect people to computers. I am Fred Jones. I create simple, effective user interfaces that make it easier for people to do their jobs. Who do you know needs a simplified workplace?"
- 3.) Social Work: "Hello, My name is Brenda. I am studying Social Work at UWM and have a strong interest in advocacy and social justice. I have experience as a peer mentor and RA and have developed skills in conflict resolution and group facilitation. I'm interested in working with adolescents. Who should I connect with?"

**So lets create a 30-second elevator pitch.**

**Courtesy Robert Bachman  
The Likeable Engineer**

1.) Who are you?

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2.) What are you looking for aka job title, career path?

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3.) What is one of your key skills?

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4.) What do you want?

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5.) What can you offer?

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6.) Ask for help

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7.) Thank them and close with an open ended question [Like “Who else should I be talking to?”]

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**My Elevator Speech**

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**Courtesy Robert Bachman  
The Likeable Engineer**

Sample Group Networking Meeting Questions

**What brought you here?**

**Tell me about the field you are in.**

**What do you like most/least about what you do?**

**If you could do anything else besides what you do now, what would it be?**

**You're in XYZ field–tell me what it is like to do that job?**

**What is your most memorable success that you have had in your career?**

**What is a typical day like in your work?**

**What made you choose [the field] you're in?**

**What is the one thing.....?**

**What is your favorite.....?**

**What has been your experience with.....?**

**Have some questions in your mind or even on a card before you walk in.**

**And be prepared with answers of your own to the questions you ask.**

Courtesy Robert Bachman  
The Likeable Engineer

## I. Other Resources

Excellent Online Resources:

<http://www.hellomynameisblog.com/> A blog about job search, personal branding and marketing from a person that became memorable by just wearing a nametag every day for the last 12 years.

<http://www.gitomer.com/> A sales trainer, slightly irreverent with great takeaways on sales, networking and personal branding.

<http://www.personalbrandingblog.com/> A great blog filled with ideas on personal branding many geared to the job seeker.

<http://www.reachpersonalbranding.com/> Another personal branding website with a monthly newsletter filled with ideas

All these have e-newsletters you can receive weekly/monthly from the site.

<http://www.job-hunt.org/job-search-networking/job-search-networking.shtml> Lists network groups by state

<http://www.onetonline.org/> Free US Department of Labor Website. It lists hundreds of occupations, education needed, duties, salary ranges and future outlook at the state level. Best place to find out about careers.

Also some Google search terms to use: Networking, Personal Branding, LinkedIn, Job Search, Career Transition

Numerous Books can be found on job seeking, networking, etc.:

### **My top three favorites:**

**Guerilla Marketing for Job Hunters -3.0 by Conrad Levinson and David Perry.** The very BEST book for job seekers. It is filled with over 1,000 ideas to supercharge your search. This is the third edition and each edition gets better and adds more ideas. Website with free tools and downloads. If you are serious about learning how to apply the latest tactics of job search this is your guide.

**What Color is Your Parachute by Richard Bolles.** Great book, new edition every year for the last 36 years. It remains topical to the job search. Richard also has a website and a blog.

**The Power Formula for LinkedIn Success by Wayne Breitbarth.** A top selling book by local author on the subject of LinkedIn and how to use it.

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# Top Twenty Things for the Job Seeker to Do

Here is what started out to be my top ten things for the job seeker to do to provide to a reporter; they ended up to be 20. By no coincidence they are somewhat related and in no particular order.

2. **Emotions.** Process the grief, anger, and hurt as quickly as possible. Support groups help. [See #9.]
3. **Develop a positive attitude** that is with you all the time during the search process [See #1]. People can see, hear, and feel the attitude of the job seeker. A positive attitude about the job loss (or life in general) gives one an edge over those that have a negative attitude.
4. **Business card.** Get personal business cards with contact info and the position being sought. Some people put a mini-resume on the back, others [like me] a personal mission statement. There are places like Vistaprint.com where you can get 250 cards for free or Office Depot/Max 1,000 cards for about \$30. I always tell people, even if employed, to have a personal business card. You are not your job. You are you and the job can go away today, but your skills live on.
5. **E-mail.** Get an e-mail address with a professional sounding address, no “sexrexy@” or “livetohunt@”. Many free services are available: Gmail, Yahoo. The days of the hard copy resume are over.
6. **Resume.** Of course. Besides the paid resume writing services, different job service offices offer writing help for free. Have an honest resume that you are comfortable with. And don't have just one professional write/review it, get feedback from multiple people. And alter your resume for each job you apply for.
7. **Network.** Know this: less than 15% of jobs come from resumes. 85% come from networking. Find meetings, Chamber “After Hours” events, professional societies, etc., and get out and meet people. Use your 30 second elevator speech. It is not who you know, but who knows you, and who else they know, that will lead to successful employment. As a job seeker you should be networking every chance you get, ready with the elevator speech and business card.
8. **Elevator speech.** Develop a 30-second commercial about what your skills are and what you can provide a company. Practice it 50 times and then 50 times more.
9. **Cell phone.** Use that as the contact phone in your search, so you can always be reached and never miss a call. You don't want your child answering the phone and writing down the wrong callback number. Create a professional sounding voice mail greeting.
10. **Support group.** Find at least one or more support groups to help you process item #1 above. Find an accountability partner. This connection gets you out of the house. This is in addition to networking. [See #6.]
11. **List of target companies.** Too many people look at the job search and state “I just want a job, I don't care where”. Those that are most successful have a list of 10-20 companies they target to network into and then research to find out all they can about the company.

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12. **Plan your search.** Do it daily or weekly [mine was by week] and the number of resumes to send, network meetings to attend, contacts to make, etc. Grade yourself at week's end. Share with an accountability partner from your support group, before and after. Best partner is not a family member.
13. **Think marketing.** You have a brand, what is it? You are selling yourself. What are the attributes of the product [you] that you are selling? What is your 3-5 word tag line? Coke, "It's the real thing®". What's yours?
14. **Join LinkedIn.** It is a social business network, it is the Facebook for business people. 100M+ members in the US. It is where recruiters look for the passive job seeker, and hiring managers go to get more than what is on the resume. Many still don't even know it exists.
15. **Google your name in quotes.** Find out what is out there about you. If it is bad stuff seek to overwhelm it with good stuff. Review books on Amazon, start a blog, comment on blogs, keeping it always professional. You want to appear in the first two pages of a Goggle search and for good reasons, not bad.
16. **Volunteer.** It gets you out of the house and talking to people. It is an opportunity to network. Many job seekers find themselves working beside someone from the company they want to work for. Giving back to the community helps your self-esteem.
17. **Join Toastmasters.** A non-profit, international organization dedicated to helping people improve speaking, leadership, and the ability to think on your feet. Fees are less than \$100 per year. Helps build self-confidence and provides another networking opportunity. [www.toastmasters.org](http://www.toastmasters.org)
18. **Thank you notes.** Every interview, every informational one-on-one networking meeting is followed up within 24-hours with a hand written thank you note and another business card. Less than 20% of all interviewee's send thank you notes. Even send a thank you when rejected; you will be remembered!
19. **Help other job seekers.** Pay it forward. To get, you must be ready to give. Be ready to share your knowledge. Example: The person you networked with yesterday is not looking for a person with your skills, but needs the talent of someone you met last week.
20. **Dress for work each day,** even if you never leave the house. Don't job search in slippers and sweats. It helps keep your perspective focused.
21. **Knock off at 5:00** at least some days. Your "job search" is a job. If you spent 40 hours a week working, why wouldn't you spend 35-40 hours a week at your new job, finding a job? Segment the work day and free time. Job seekers typical office is a den, kitchen table, etc... Workers leave their office, job seekers live there. The job search process can spill into evenings, weekends and the job seeker can burn out. Take care of yourself!

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