

Ready...Set...Go!

coaching you toward your best future

Market Yourself



George Fox University
Career Services

Career Services: Vocation & Calling Fitness

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Market Yourself!

- YOU are the only person who can market yourself effectively to recruiters and future employers.
- What are your five most marketable skills?
 - Successful marketing of yourself is based on your ability to answer that question without hesitation.

Top Three Concepts

- ❑ Know your strengths and be prepared to talk about them.
- ❑ Take advantage of opportunities to connect with key individuals in your field or in your circle and get involved with activities that develop your professional goals and objectives.
- ❑ Follow-up with those who help you and let them know you appreciate their valuable time! Offer to do the same for others when you can.

Marketing Yourself is Not Arrogant

- Marketing Yourself is NOT bragging, boasting or over-confidence if you...
 - Focus on specific examples to back up your positive statements.
 - Give due credit to others and define your role to the listener.
 - Connect the relevance of your experience to their needs.

Know & Articulate Your Strengths

- What are my strengths and skills?
 - Evaluate your gifts and talk about them.
 - Learn the art of storytelling.
 - Ask others to identify your skills and strengths
 - and learn to take and give compliments!



Connect with Key Individuals

- Get involved with activities that develop your professional goals and objectives.
 - Company Tours
 - Guest Speakers
 - Internships
 - Study Tours
 - Career Services Programs
 - Volunteer
 - Professional Organizations



Connect with Key Individuals

- Solicit Help From Others
 - Professors
 - Other Students
 - Career Services
 - Network
 - Family
 - Friends
 - Work
 - Church



Follow-Up

- Send a thank you note or even a call or email.
- Keep in touch.
- Be a resource for them.



Contact Us

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