

THE

AMAZING CAREER PROJECT

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WEEK 11

Be Your Own Best Marketer

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This Week's Takeaway:

You are incredibly special, amazing, important, valued. Are you demonstrating and communicating that every day?

Marketing is Not Sleazy! It's Bringing Yourself to Market

- Letting people know who you are
- If you don't get people jazzed about you, who will?

Blocks:

- Other people will do it for me – why should I have to?
- I feel arrogant, selfish to speak about myself
 - I don't know how I'm special

What is Your Personal Brand?

How do people experience you?

- Emotionally
- Aesthetically
- Functionally

5 Core Steps to Determining and Communicating Your Personal Brand

1. Get Clear
2. Get Writing
3. Get Speaking
4. Get Collaborating
5. Get Envisioning

GET CLEAR

- Who are you, what do you do and for whom? What do you stand for? Articulate that in three concise sentences – be authentic, truthful, confident
- Know how you're different from the competition and what has led you to do your work in your very special way?
- Compare yourself to the *best of the best*. Research 10 top competitors who inspire you.
- What and how are they communicating?
- What are they doing well? Poorly?
- What aspects speak to you? How would you do it differently?

GET SPEAKING

- Remember, we only love to network when we love what we do.
- Find a way to speak passionately about the work you do (if you don't like your work now, find **the piece of it** that you do love).
- Practice speaking about your accomplishments in a comfortable, excited, vibrant, assertive way
- Read *BRAG: The Art of Tooting Your Horn Without Blowing It*, by Peggy Klaus
- Role play with a friend
- Brainstorm how you can get out in the world speaking/training/teaching about what you do
- Identify three topics that you're an expert in – take a step to explore how you can share your messages more widely

GET WRITING

- We write constantly – use your writing and bring it forward.
- Write about your expertise and your teachable point of view.
- List current communications you have or are developing – what are your ideas about how you can engage a community to follow your thought-leadership
- Brainstorm 3-4 different angles for new content you can develop – how-to lists, resource lists, top ten lists, inspirational stories
- Do research to find 20 KEY influencers in our field who inspire you – take a step to reach out to them
- What can you do to get on the path to more writing that will inspire you – blog, new article, social media, etc.
- Use your email and other communications to express your essence (not just your title)

GET COLLABORATING

- Come from a service mindset – be of service first.
- What expertise can you bring to a new collaboration with a great new colleague?
- Brainstorm 3 like-minded professionals whose work complements yours. Reach out and tell them of your interest in their work and learning more about it, and helping them
- Find organizations, publications, membership groups in your area that could use your expertise
- Get on LinkedIn, offer endorsements, contribute, voice your opinions in LI groups, answer questions

GET ENVISIONING

- Begin to visualize in the next chapter. See it clearly (with all your senses). Start taking action as if you were already there.
- Treasure mapping (read *Creative Visualization*, by Shakti Gawain)
- What is your most compelling story about you as a professional today and where you wish to go?
- What aspects make you lose your “power” and how can you address those?
- When is the next opportunity to communicate your personal brand and professional story to new colleagues?

YOUR VISION

- Marketing is not sleazy! It's bringing yourself to market and sharing how you're amazing, unique, and valuable.
- What are your visions and goals for the next 5 years in your career?
- Are they specific, measureable, achievable, realistic, and timely? Make them so.

Build your vision, and
create a strong marketing/communications
plan to support it.