

# HOW **2** guide: *Marketing Yourself*

When you think about it, the process of marketing yourself to prospective employers is very similar to the process companies use to market their products. In the job search, you are trying to capture someone's attention, make a positive impression, build their interest, show how you are different from your competition, and demonstrate how you are the best fits for their needs. Isn't this what companies try to do when they market their car, ketchup, or other product to you?

One way to prepare for the "self marketing" process is to develop a greater understanding of what employers are looking for, which can be summarized as the "Four C's." Competence, Character, Credibility, and Compatibility.

Your degree of **COMPETENCE** is your ability to perform the job. Do you have the skills and abilities they are looking for?

- Communication – written, oral, presentation
- Interpersonal – listening, empathize, build rapport
- Technical – computer proficiency
- Organization – scheduling, time management, planning, prioritize, meeting deadlines, efficient
- Leadership/Management – supervise, delegate, coach, train, strategic thinking
- Analytical/critical thinking – conceptualizing, gathering information, reasoning, logical
- Creativity – problem solving, resourceful, innovative
- Teamwork – ability to collaborate
- Judgment – decision-making

Also, do you have the knowledge, education, and training in a specific area, or related work experience?

Your **CHARACTER** traits are your personal qualities. Are you the kind of person they are looking for?

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|-------------------------------------|------------------------|
| • Hard-working/self-starter         | • Compassionate/caring |
| • Conscientious/attention to detail | • Integrity/moral      |
| • Enthusiastic/passionate           | • Resilient/persistent |
| • Cooperative/collaborative         |                        |

Your **CREDIBILITY** is a reflection of:

- The level of professionalism you exhibit – attire, etiquette, graciousness, socially adept
- How well you write your resume and cover letter and how well you perform in the interview
- Your reputation – what your references say about you. Is it consistent with how you market yourself?

Finally, and perhaps most important, is **COMPATABILITY**. Do you have the right combination of competencies and qualities to fit with position, department, and company culture?

Also, are you enthusiastically communicating your desire to work for that company? Companies want to hear why you are interested in them, so learn as much as you can about them and the industry in which they operate. Tell them why you think they are special and why you want to work there.

One other feature you may want to showcase about yourself is a "**DIFFERENTIATOR**" – What makes you special or different from the other candidates? Perhaps you are bilingual, or completed a semester abroad, or are particularly good at something (state swimming champ?)

So, when you are in the job search, closely examine the job description and research the company. Make sure you know what they are looking for, so you can best showcase your "Four C's!"