Before any corporation introduces a new product, it has to develop a thorough marketing plan to understand the demand (will it sell?) and articulate the key features and benefits (will the buyer see the value and make the purchase?).

Now think of yourself as the new product……

- Who is the buyer and what are the key needs the product will address?
- What are the compelling reasons the buyer should invest in an untested product?
- Are the features and benefits presented clearly so value is evident?

Each of us has a multitude of skills, interests, and values. Which ones will help you sell yourself to the employers/graduate schools you are targeting? The following Model which applies to undergraduate and graduate students, helps you develop your Personal Marketing Plan, leading to Job Search Success.

First (Undergraduate & Graduate)
Identify your professional objective - a concise phrase clearly stating what you are seeking (job title). It should fit your skills, interests, and values, and serve as your job search goal.

Second (Undergraduate & Graduate)
Develop your elevator pitch - a brief statement indicating why you are interested in your chosen career area and conveying the value you have to offer. It could also be your introduction at a career fair or networking event.

Sample:
Introduction: Name & major
Expertise & Types of Organizations:
My interest in this career field is ...(Why are you interested in the field and the organization? What experiences or projects have led you to the field?)
Unique Strengths:
My strengths include...(targeted to the career field. What makes you a good candidate?)
Conversation starter:
Can you tell me about the type of person who is successful in this position? (When you learn what they need, you can see if you are a good fit and target your future responses to their needs.

Third (Graduate Only)
Develop your personal statement. Build off of your elevator pitch when writing your personal statement and consider the career you wish to pursue. Include skills and experiences that are relevant to your goal.

Fourth (Undergraduate & Graduate)
Make a list of the core skills required for the job/grad school. A good resource for identifying core skills is a job description. Make a corresponding list on the right of the page of ways you have demonstrated the core skills.

<table>
<thead>
<tr>
<th>Core Skills</th>
<th>My Skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Business Development</td>
<td>1. Increased club membership</td>
</tr>
<tr>
<td>2. Financial Management</td>
<td>2. Raised ($) as financial Chairman</td>
</tr>
<tr>
<td>3. Community Involvement</td>
<td>3. Gained “X” hours volunteering in (clinic, hospital, or …)</td>
</tr>
<tr>
<td>4. Effective Communication</td>
<td>4. Presented at (professional meeting)</td>
</tr>
<tr>
<td>5. Strategic Planning</td>
<td>5. Conducted situation assessment, identified growth strategies, …</td>
</tr>
</tbody>
</table>

Fifth (Undergraduate & Graduate)
Define the types of organizations you plan to pursue. This helps you narrow down your list to a manageable size while staying broad enough to reach key leaders in the field. Factors to consider:
- Geographic location
- Industry or type of organization
- Size of organization
- Organizational culture (optional)

Sixth (Undergraduate & Graduate)
Develop a target list of companies/schools based on the criteria above (a list of 10 to 20). Talk with professors or professionals in the field to identify key companies/schools and contacts to help you grow in your profession and to achieve your long term goals. Research each company/school to prioritize your list and market yourself based upon their needs. Begin identifying key people to contact. Try to find a mutual contact who can make a personal introduction or give you a name to call. Send targeted resumes and cover letters to individuals, both by email and mail, trying to get a personal audience.