



CAREER CONNECTIONS

Brand New YOU: Self-Promotion For Career and Professional Success.

You build your personal brand by telling a story –your own! Focus on what makes you UNIQUE - in marketing parlance it is referred to as your Unique Selling Proposition.

Start by defining your 4-5 SUCCESS STORIES. These will become your marketing CASE STUDIES. Next, build a rolodex of client / boss references – these are your advocates and should serve as your brand testimonials. Maintain contact with them.

Identify your personal FEATURES and BENEFITS. As a product, these are your collective professional experience, combined with the degrees you obtained, the academic institutions you attended (stay active through alumni organizations), certifications, professional development, software skills, accreditations, Association memberships, volunteer work, charitable organizations you are affiliated – any and everything that define and contribute to your personal BRAND.

Be prepared to defend your brand aggressively. If any of your co-workers speak disparagingly about you or take credit for your work confront them immediately.

Publish! Submit articles to the publications that cover the industries you work in or sell to. Start a blog on subjects that matter to your industry or business. Author or contribute to white papers that cover scholarly topics or key business trends. Publish a book – consider self-publishing.

Ethan Speaks at the Brooklyn Central Library.

On Thursday, July 30th Ethan Chazin presented to an audience at the Brooklyn Central Library on a wide range of job search strategies that focus on branding oneself as a product to hiring managers.

The program emphasized the importance of self-exploration, in order to better understand your job seeker “features” and “benefits”. Ethan also highlighted the importance of an individual’s Unique Selling Proposition and packaging oneself through customized, non-traditional cover letters and resumes.

During his 2-hour talk, Ethan covered such other critical career exploration topics as: matching your values and beliefs with those of the organization you are pursuing, the importance of conducting research, developing one’s personal mission statement and marketing plan, and much more.

Economic “LOW”lights

- 1 According to ADP, the economy lost 371,000 jobs in the private sector on July, the fewest in the last 9 months but still more than what was expected;
- 2 Bank of America paid \$33 million to settle its SEC lawsuit over bonus payments at Merrill Lynch; and
- 3 CIT Group, lender to millions of small and mid-sized businesses did not receive Government bailout assistance from Obama’s Administration. This may place a major strain on several industries, such as apparel and manufacturing.

CAREER CONNECTIONS

Brand New YOU: Self-Promotion For Career and Professional Success.

Participate on industry panel discussions. Try to land a speaking slot at your industry Association's annual national and regional conferences. Offer to speak for free, if you have to. This will help you to become a subject matter expert on the topics that matter most to your career and professional development.

Actively promote yourself whenever and wherever you can in your organization – up and across the organization.

Great Branding Resources:

① www.BrandMeLive.com

② **Seth Godin's Blog:**
<http://sethgodin.typepad.com>

③ www.brandcityinc.com

④ **Woopidoo!**
www.woopidoo.com/directory/advertising_and_marketing/branding_resources.htm



Summer Reading!

In **The Ultimate Sales Machine**, **Chet Holmes**, a business veteran with 30 years of experience identifies 12 key skill areas that can make you a master.

In **Instant Referrals** **Brad Sugars**, self-made millionaire and founder of the Action Coach national business coaching franchise business, explains the process through which entrepreneurs can grow their businesses by encouraging their existing customers to promote their business for them.

Your Company Dirty Laundry Has Never Been MORE Public.

When they say the Internet is the great equalizer, they aren't kidding. It has never been easier for people to learn everything there is to know about your company, both the good and the bad.

One way that people can find out what it is like to work for your organization involves reading what others have to say about your company on job vent websites. Your employees (both former and current) use these sites as a forum to write ("VENT") about their experiences working there.

Some popular employee vent websites include:

- www.jobvent.com;
- www.disgruntledworkforce.com;
- www.furiocity.com;
- www.jobacle.com; and
- www.tecross.com.

Another way to gather information is by doing research. A great example from my own experiences of why it is so important to research an organization follows.

At a recent presentation that I gave to a group of entrepreneurs on strategies to start a business, I struck up a conversation with a Business Analyst that worked for a consulting firm based near Chicago, IL.

She suggested I speak with their recruiter about working for them, as a consultant. I scheduled a phone interview with that person. Before we spoke, I researched them using a variety of online resources. What I found was shocking, and a telling example of why you MUST research a company before you explore working for them.

CAREER CONNECTIONS

How Much Ill Will Have You Created?

- How often do you say you're going to do something only to deliver it late or not at all?
- Are you often late to meetings?
- Do people leave you several voicemails and emails?
- Do you often join conference calls in-progress or miss them completely?
- When you are working on a project do you hold up the rest of the team by missing deadlines?

Did you answer YES to these questions?

If so, you've likely created A LOT of ill will with your peers. You are not the only one with tremendous time constraints these days. We all struggle to balance home and work life commitments. Many people are juggling not only their own jobs, but the jobs they inherited when their company laid off their peers and pushed the work onto them.

It's time you scaled back your commitments and focused on your key work and social relationships. Re-establish your high standards of professionalism, by exhibiting more courtesy and respect in your dealings with others.

Do you belong to several organizations? Scale back your networking efforts. Then, rethink all of the cross-functional Teams you joined at work. Maybe it is time to limit the extra-curricular activities you committed to in your community?

You don't want to be known as a flake, for making promises and not delivering or not getting back to people. You need to work VERY hard to re-establish your reputation for being someone others can count on.

Exhibit professionalism in all of your dealings you are known for your professionalism, etiquette, follow through and commitment.

Your Company Dirty Laundry...

- The President of the company was disbarred in New York for soliciting a 16-year old prostitute;
- They had a class action lawsuit filed against them by 113 female employees, claiming sexual harassment; and
- There was a lawsuit filed against them by 400+ ex-clients claiming the firm had not delivered on consulting services.

After gathering a whole bunch of information on this firm, I had my conversation with the head of recruiting. It was a VERY enlightening discussion.

If your company is interested in recruiting and retaining top-notch talent, it can no longer hope to hide its skeletons (lawsuits, liens, judgments, bankruptcies, bad business practices, etc.) in the proverbial closet.

Gone are the days when potential job seekers, partners, vendors, and suppliers would have to pay a firm like Dun & Bradstreet to obtain this information on your company.

Your company dirty laundry is out there in plain sight. It can be accessed in one search on Google. You had better be prepared to answer tough questions from job seekers looking to understand what it is REALLY like to work for your company.

