



10 Steps To Market Yourself – Even Introverts!

Dan Whitenack

Market Yourself



Market Yourself

In Transition, Your Job is ??



Market Yourself

Step 1: Join Groups

- Professional Associations
- Schools/Alumni Associations
- Hobbies/Sports/Interests
- Geographic/Neighborhood Associations
- Church Groups
- LinkedIn Groups



Market Yourself

Step 2: Attend Meetings & Volunteer

- Learn of Current Events
- Network/Cultivate Relationships
- Volunteer/Help/Give Back to Community



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Step 3: Attend Other Networking Events

- Include Church Career Networking Events
 - RUMC <http://www.rumc.com/connect/adults/job-networking/>
 - C3G <http://www.c3g.org/>
 - DUMC
www.dunwoodyumc.org/index.php/ministering/community/career-ministry.html
 - Johnson Ferry Baptist Church
<http://www.johnsonferry.org/default.aspx?page=4153>
 - Cross Pointe Church
 - Others



Market Yourself

Networking...What to Bring?

- Business Cards
- Water Bottle
- Organizer
- Pen
- AND.....



Market Yourself

The Problem With Resumes

- Description of the past
- It offers NO GUIDANCE
- Help others to help you



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Step 4: Create A Marketing Document

- Help Them Help You!
- Samples



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Step 4: Create A Marketing Document

- Finding Target Companies
 - Who employs people in your profession?
 - Atlanta Business Chronicle – Book of Lists
 - www.ReferenceUSA.com
 - Best Places To Work
- Share Your MARKETING Plan
 - Friends/Networking Event



Market Yourself

Step 5: Be Reachable/Accessible

- Put Contact Information on...
 - LinkedIn Page
 - Business Cards
 - Marketing Plan
 - ...and Resumes
- Contact Name, Phone, Email



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Step 6: Be Remembered

- Introducing Yourself: Elevator Pitches



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The elevator pitch



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"I've got an elevator pitch, an escalator pitch, and, just to be safe, a stairway pitch."

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Elevator Pitch Template

- *My name is*
- *I'm a ... and looking for...*
- *You can help me by...*



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Step 7: Motivate Yourself to Network

- Why You Need to Network



Importance of Networking



Molly Wendell
PRESIDENT, EXECUTIVES NETWORK



NY NIGHT'S STORMS

NEWS

FORD'S THEATRE: THE THE

6:26 24°

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Step 8: Just Do It

- How to Network
 - Listen to Others
 - How can you help them?
 - Use Modified Elevator Pitch
 - Hand Out
 - Marketing Plan
 - Business Card



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Step 9: Follow-Up

- Jot Notes on Business Cards or Organizer
- Immediately Follow-Up / Customized
- Connect on LinkedIn
 - Look at their contacts
 - Ask for Introductions/Warm Leads
 - Send Marketing Document



Market Yourself

But I'm an INTROVERT!!

- Focus on 1-1 interactions, small groups
- Focus on Commonalities
- Prep Your Intro Lines/Elevator Pitch
- Ask a Question or Elaborate on what's been said
- How Can You Help Them?
- Follow-up, win them over in due time



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Step 9: Rinse, Repeat

- Practice, Practice, Practice
- Refine, Refine



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Step 10: Manage Expectations

- Expect a Marathon
- Expect Success



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- Keep God at the center of your journey
- Pray for strength/guidance
- Pray for courage and endurance



Market Yourself

- You were born to win, but to be a winner, you must plan to win, prepare to win, and expect to win.
- Zig Ziglar



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- Jeremiah 29:11 (NIV)
- For I know the plans I have for you,” declares the Lord, “plans to prosper you and not to harm you, plans to give you hope and a future.



Market Yourself

- “If you don't know where you are going, you'll end up someplace else.”
- — Yogi Berra





How To Market Yourself

Dan Whitenack