



All About You

Guidelines on marketing yourself in order to generate greater job search visibility and career success.

Setting yourself apart.

Recruiters shop for employees as though they were at a grocery store – there are many similar items within their grasp, they just have to choose which one to buy. You, as one of those many items, have to set yourself apart from all the others in order to make a lasting impression and ensure that you're the one picked.

First, you have to grab the recruiter's attention. Second, convince him/her why you're the best for the job. So, how do you divide and distinguish yourself from the rest of the items on the shelf?

Start by constructing "You," the brand.

Creating your brand.

Brands are significant. They fill needs and add value to create a sense of confidence, dependability, and reliability, which makes the user feel protected and at ease. Think about it – you probably have certain brand-name items you prefer over others.

As someone who is seeking a job, you have to create your own brand. You have to figure out a way to market your benefits to a potential employer – this includes qualifications, knowledge, and actions that help build a profile and name that are unique to you. While you dress as professionally and have nearly the same academic background as the next candidate, your internships, work experience, and volunteer work express your abilities.

Get to know yourself.

In order to market yourself, you must first know yourself. You have to ask yourself a few questions to begin: What is my intention? What do I bring to the table? What qualities do I want people to remember? What achievements make me proud and set me apart? What is my passion? Enthusiasm is almost as important as experience.

Always monitor yourself: how you appear to others, how you speak, your résumé, your choices, how you behave under pressure, etc. All of these aspects contribute to how recruiters recognize, connect, and relate to "You," the brand. You'll get the job if you meet or surpass their requirements and expectations.

As always, you must be honest. Your brand has to be strong and compelling. Determine your long-term strategy and goals – that'll help you figure out what sets you apart from others.

Promote effectively.

Attend events, assist with projects, teach, volunteer, intern, or mentor. Build up your résumé for your brand awareness. If you have an online profile, keep your content in check (See: "Online Etiquette").

Simply put:

Creating "You," the brand:

- Your choices, appearance, behavior, and voice all reflect your brand.
- Reinvent your brand, when needed, but stay true to your principles.
- Direct your services and abilities to meet the employer's requirements.
- Provide a true-value, not just a surface-value product – focus on doing more than just the job.
- Be remembered for the right reasons.
- Figure out what sets you apart from the competition – build and market yourself upon that.
- Build your résumé by attending conferences, volunteering, interning, mentoring, etc.

Develop a strategy and promotion to market yourself. Network to develop professional relationships. Business cards are the most common means of passing on information. Keep the design and layout simple, professional, and organized. And don't forget to perfect your elevator speech (See: "Elevator Speech – Personal Infomercials"). Sometimes, no matter how well you work on your brand, people might choose Nike over Adidas. It doesn't automatically mean one is better than the other – it may just be personal preference. Just be sure to keep your brand up to date and relevant.

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