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**Top Five Tips for Marketing Yourself Successfully**

1. **Self-assessment.** Know your transferable skills and develop examples of these skills in both your education and your extracurricular activities. Did you write essays in school? That takes written communication skills. Do a group project? Teamwork and leadership skills. Prepare for an exam? Time management. Understanding your skillset, where you’ve developed those skills and how they could translate into the workplace is the best place to start in being able to market yourself.
2. **Networking.**Networking provides the perfect opportunity to market yourself. Building a network is invaluable as it provides links to individuals and organizations who may be able to help you find an internship or graduate role. Find networks related to your field or career interests.
3. **Elevator pitch.**An elevator pitch is a clear, concise introduction that can be delivered in the time it takes to ride an elevator from the top to the bottom of a building, usually between 30 and 60 seconds. Summarize your key skills and abilities and make sure to mention what makes you unique. At this point in your life, it will probably include what you’re studying in school, any major volunteering, clubs or extra-curriculars you partake in and where you want to be after graduation and beyond. People normally give their elevator speech when meeting new people at a networking event but it can also make a great summary for your interview question.
4. **Build a portfolio.** A portfolio is made up of examples of your past work and accomplishments. This is common in creative fields (like journalism or graphic design) or technical fields (like computer science or architecture), but everyone can benefit from a professional portfolio to impress people in their industry. Some industries or post-secondary institutions will ask for a portfolio as a requirement. Always save copies of your best work. Even if you don’t have to submit a portfolio with your application, it’s a good idea to collect evidence of your past work and performance. Possible items to include in your portfolio are performance evaluations, reports you’ve written, letters of recommendation you’ve received, or anything else that shows what you’ve worked on and how you’ve excelled at it. You can bring these documents to an interview or use them while you are writing your cover letter and resume to remind yourself of how awesome you are.
5. **Use social media.**

### Be professional:

One of the first things that many employers will do is Google your name. If hundreds of photos of drunken weekends or long Facebook rants about how much you hate your job show up, they might be hesitant to make you a part of their team. Make sure that your online presence is professional. Of course you can show your personality on your Facebook profile, but try not to post anything you wouldn’t want your employer to see — when Facebook changes their privacy policy, your profile will be public until you update your settings, and you never know when an employer may be able to see your profile because they have mutual friends on Facebook.

### Network:

You can also use platforms like LinkedIn, Twitter, Instagram or Facebook to network, build a portfolio and establish a personal brand. LinkedIn is useful when you’re actively looking for a job: it will show you job postings and tell you if any of your connections know someone at a company you’re interested in working at. Twitter (or Instagram for more visual industries) is a great tool for staying up to date with your industry. Follow professionals you admire, post links to interesting articles and participate in relevant chats. Depending on your field, you can also tweet links to your work. On Facebook you can start running a page or group. This was you can promote your business, your interests and of course yourself. By making a group you will connect with other community members. People who are interested in the same matter will connect with you, and your network will grow organically.

