

Personal Brand Management Plan and Career Marketing Campaign



Hello. Who are you?

Sounds like a simple question. Requires a simple answer. But the development of this answer is actually quite complex. To differentiate yourself in today's competitive business marketplace, you need to start thinking of yourself as a **brand**. An authentic, unique, and memorable **solution** to an employer's business need(s).

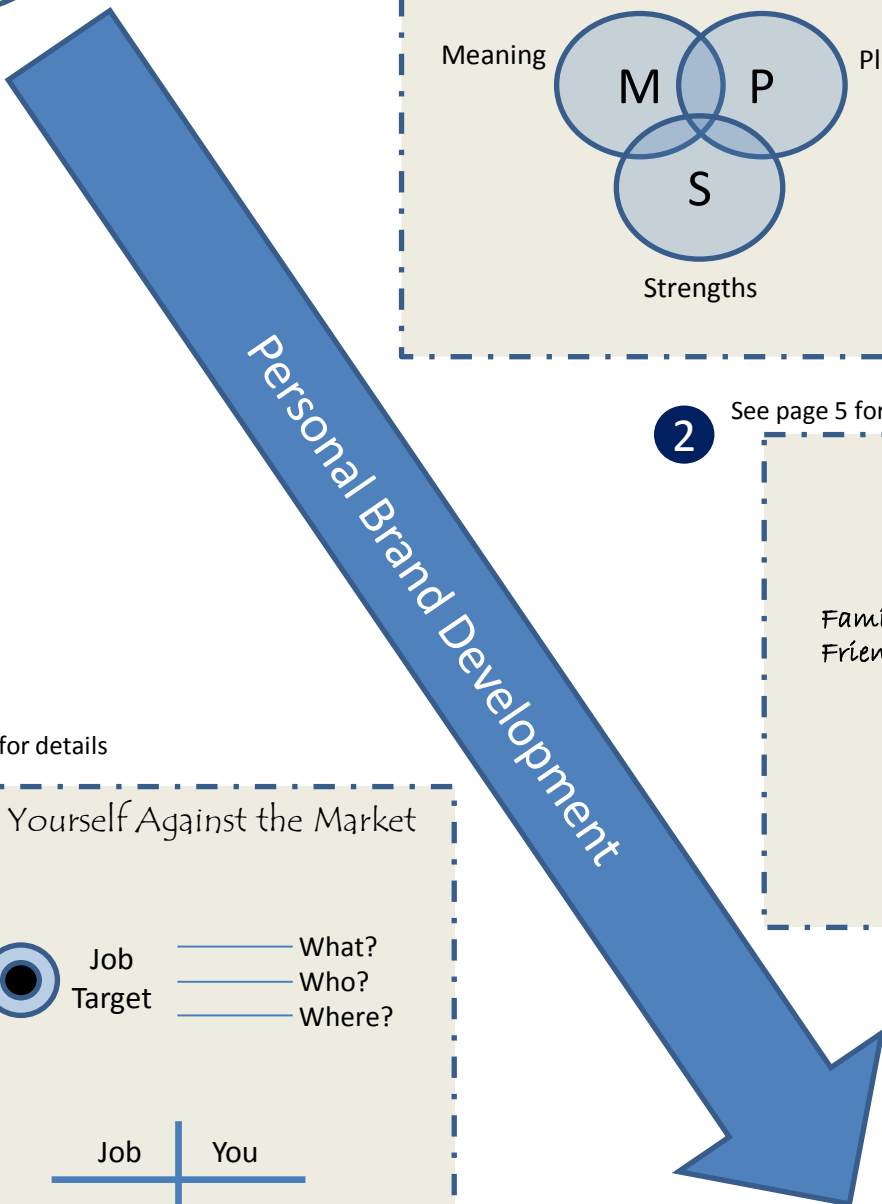
This workbook is a step by step guide to help you identify and develop your own personal brand and create and implement an action plan to manage your marketing campaign to achieve your career goals.

Tips for completing this exercise:

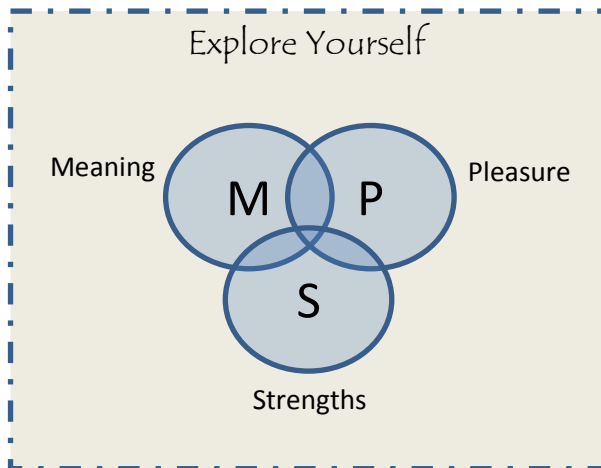
- 1) Be honest with yourself about your interests, abilities, and work/life goals.
- 2) Draft, refine, and revise. It may take several rounds to come up with a plan you feel good about. Its worth the time! Use your iPad, sticky notes, white boards, or other media to help you brainstorm.
- 3) Share your plan with someone you trust to get feedback.
- 4) Remember, this is an evolutionary process. Revisit your plan throughout your time in college and in your career. Make adjustments as necessary.

Personal Brand Development

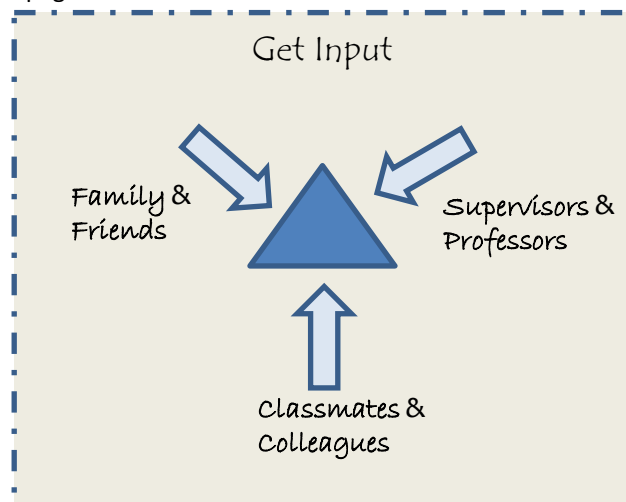
Start Here



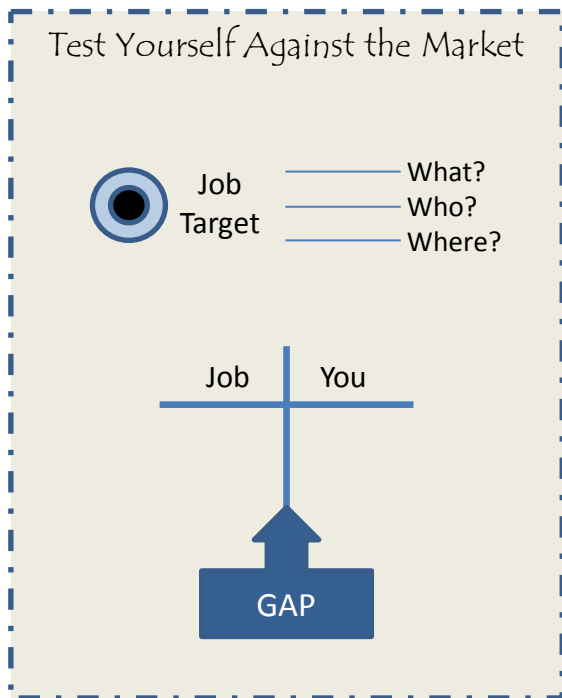
1 See page 4 for details



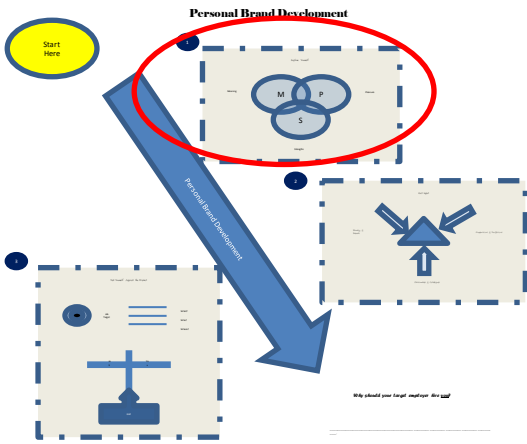
2 See page 5 for details



3 See page 6 for details



Why should your target employer hire you?



Explore Yourself: The “MPS Process”

First, take some time to explore who you really are. The MPS Process was created by Harvard professor and best-selling author, Dr. Tal Ben-Shahar, and was published in his book, "[Happier](#)".¹ The model develops ideas from positive psychologist, Dr. Mihaly Csikszentmihalyi. For more in-depth information on how to use this tool, visit www.mindtools.com.²

What gives you meaning?

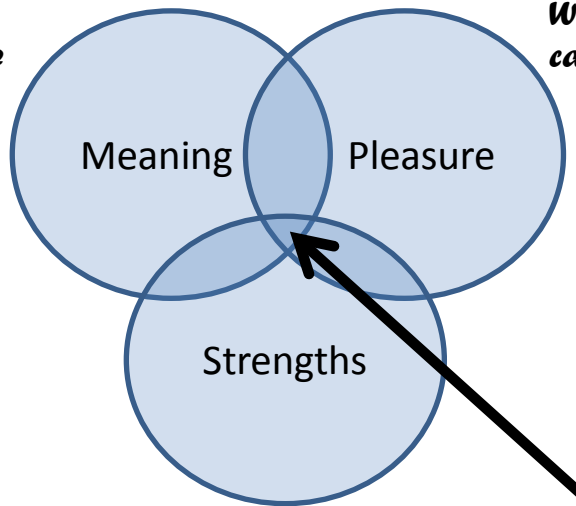
What do you value?

What inspires and excites you?

What gives you pleasure?

What do you enjoy doing?

What are the things you do for fun and can do for hours?



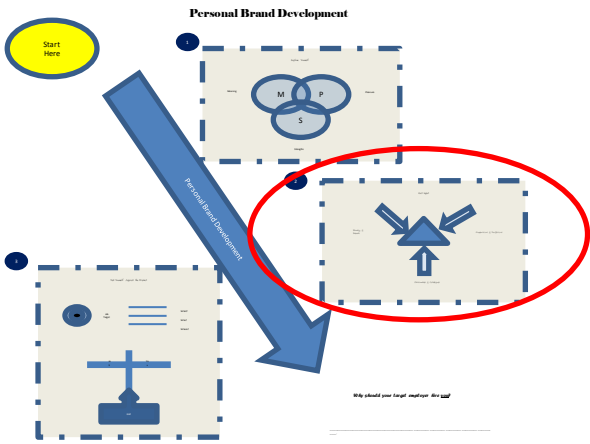
What are your strengths?

What are you good at?

What comes naturally to you?

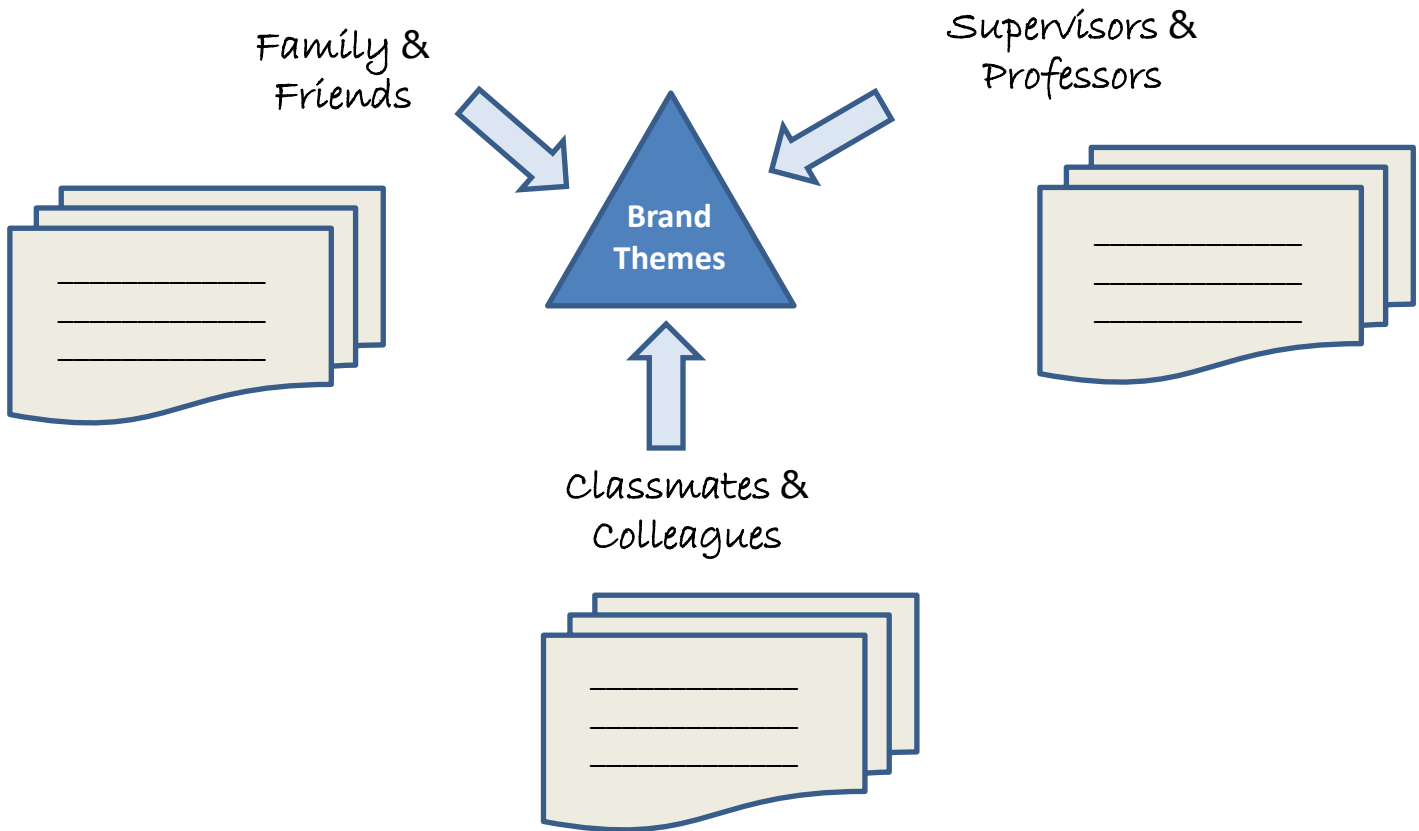
What is in the “sweet spot?”
Are there words, themes, or ideas that appear in all three circles?

¹Ben-Shahar, T. (2007). *Happier*. New York: McGraw-Hill
²<http://www.mindtools.com/pages/article/mps-process.htm>

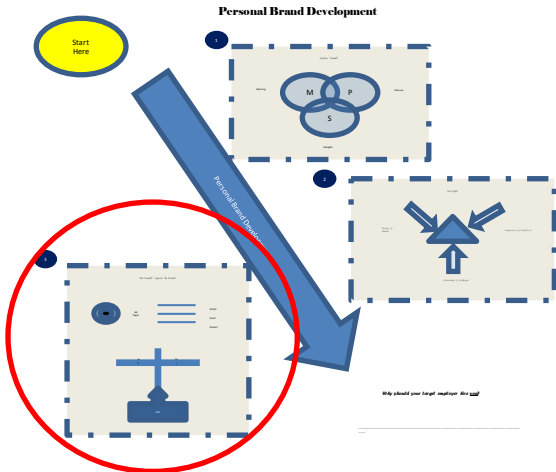


Get Input: What are you known for?

Brand-building is all about perception. How do others perceive your “brand?” Get feedback from people you know in a variety of different settings. Are there common themes? Any surprises? How does your self-perception compare to how you are viewed by others? Ask 2-3 people in each of the categories below to jot down a few thoughts, adjectives, or attributes that first come to mind when they think of you.



**Circle or highlight the common adjectives and descriptions.
Are you projecting your brand effectively to others?**

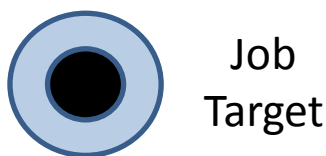


What is your Target?

First, you need to understand your market. Through this process you will identify your job target. Branding yourself is about targeting and being specific! How do you find this out? RESEARCH! Be curious. Read everything. Talk to people!

A few good career exploration sites:

www.careers-in-business.com
www.fofweb.com/careers
www.careertv.com



What? Describe the job function, what you want to DO

With Who? Describe the industry or type of company in which you want to work

Where? Describe the geographic location that you are targeting

Are you a Fit?

Use a T-Analysis to evaluate whether or not you are a fit for your target job. Obtain job descriptions or details through informational interviews to identify the key qualifications, experiences, and attributes your target employer is looking for in a candidate. Then, for each item, assess yourself. Do you meet each criterion? If so, what examples can you provide to support your claim?

Job	You
1) _____	1) _____
2) _____	2) _____
3) _____	3) _____
4) _____	4) _____



(what you don't have yet)

Fill the Gap:

- Find elective classes
- Complete an internship
- Take on extracurricular or community roles
- Conduct independent projects
- Seek help from Career Services

My Brand

This exercise is great for interview prep as well!

Brand Positioning Statement

I am

_____.

PROOF

Attribute

Examples

Organized

1. Oversaw the coordination and implementation of Finance Association events on campus
 2. Achieved a 3.2 GPA with a full-time course load while working a part-time job
- _____

Skill

Examples

Excel modeling

1. Built forecasting model for finance dept. at XYZ internship
 2. Created models for my team in Finance class projects
- _____

So What?

What is your value to the customer (employer)?

What need(s) do you fulfill?

_____.

Career Marketing Campaign

1 See page 9 for details



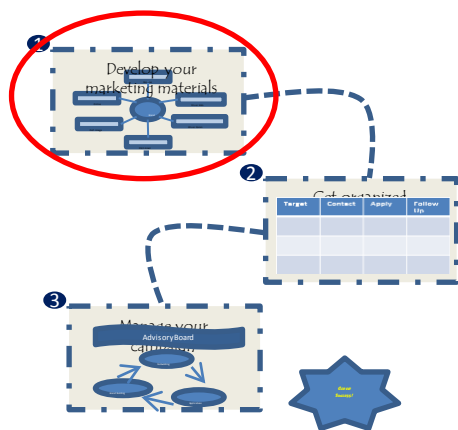
2 See page 10 for details

Get organized

Target	Contact	Apply	Follow Up

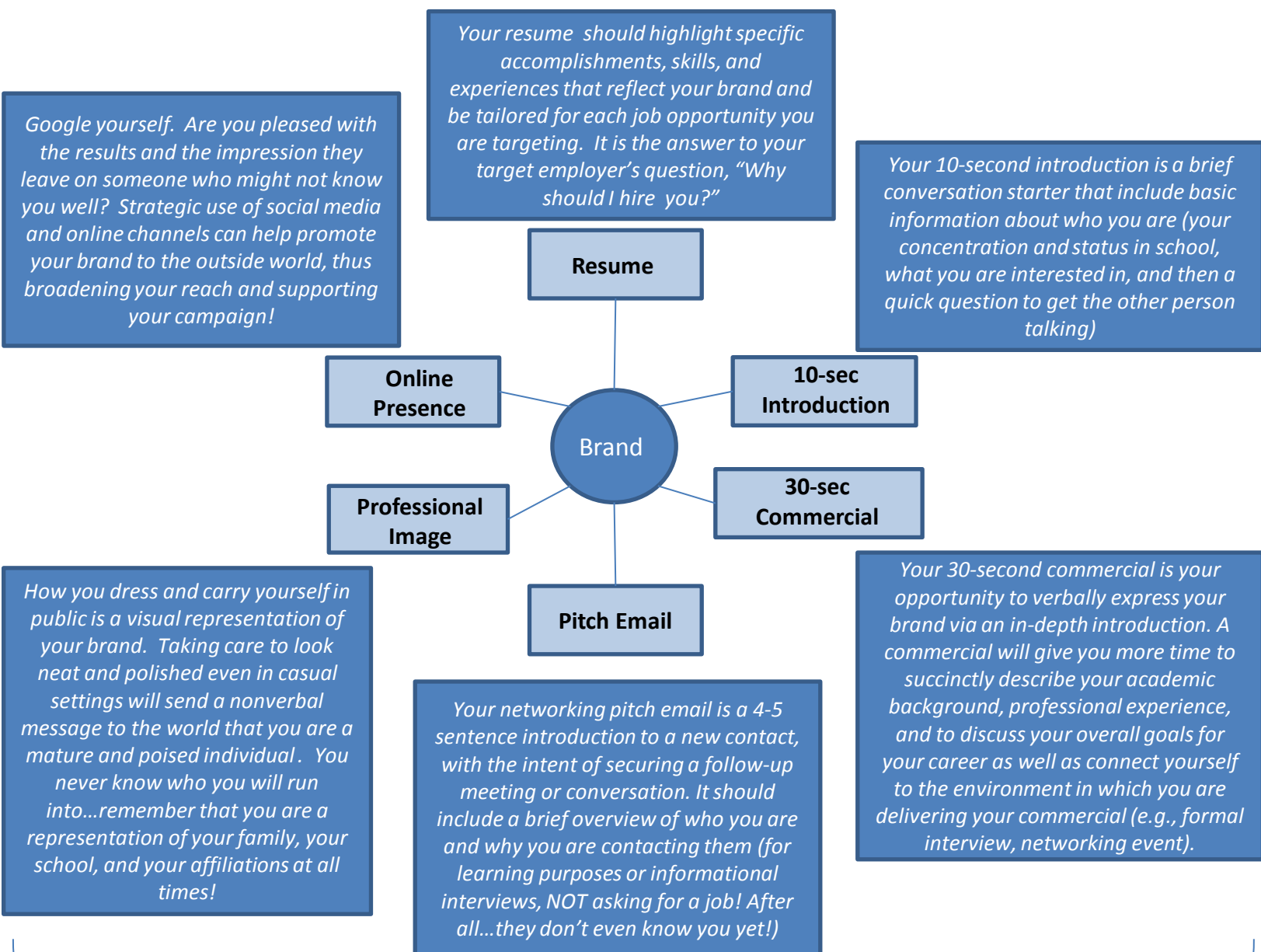
3 See pages 11-12 for details



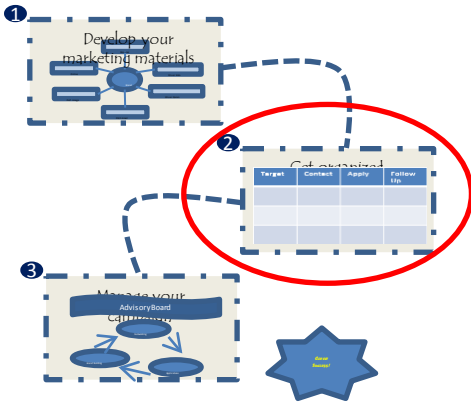


Your Marketing Materials

Now that you have defined your brand, it's time to prepare your materials to go to market. Branding is about being consistent across every channel. Does every touchpoint and interaction accurately reflect your brand?



The Objective: Land an Interview!



Get Organized

Every campaign or project needs an organizational tool to keep track of what you've done and upcoming to-do's. Create and use a "job search tracker" like the one below to keep a record of your activities and information you collect about your job targets.

Where would you like to work? List companies you read about, hear about, and know people at

Who are the personal and professional contacts who may be able to help you?

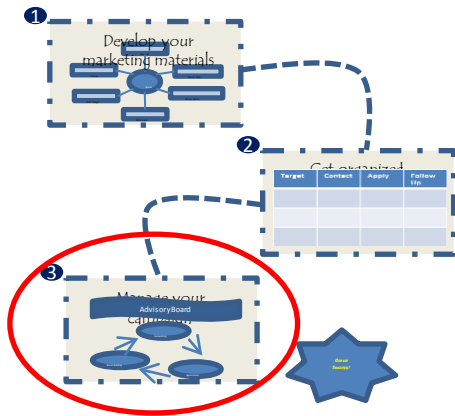
What are the next steps to pursuing employment with this organization?

Target Company	Target Role	Contact(s)	Applied	Follow Up	Notes
Company XYZ	Marketing Analyst	-M. Scott, recruiter -A. Bernard, CSUF alum	6/1/12	Send recruiter follow up by 6/20/12	Met A. Bernard at Career Fair. Talked about Company XYZ and Titans baseball
ABC Firm	Market Research Coordinator	-K. Kapoor, neighbor -J. Halpert, guest speaker in BUAD 201 class	No jobs currently posted	Also send resume to K. Kapoor for review and internal referral	Company is biggest marketing firm in O.C., many top technology clients in Bay Area
MNOP Inc.	Marketing & Sales Specialist	-none yet	6/10/12	Use LinkedIn to find CSUF alumni	Website promotes cool office culture and focus on work/life balance

What kind of role are you targeting? This could be an actual position listed, or a type of function or job you know exists there

Are there current openings? Have you formally applied via the company's preferred method (online, email, etc.)?

What are the important details to remember about this company?



Manage Your Campaign

Your career marketing campaign should be managed and refined on an ongoing basis to ensure your brand is on target and that your various marketing channels are all working together!

It is estimated that 70% of all jobs are not posted, but found through networking¹.

¹ Bureau of Labor Statistics

Networking

Identify 5 or more people you already know who might be able to help you. Tell them what you are trying to do:

Use LinkedIn to identify alumni and other "2nd degree" connections. Reach out to at least 1 new person each week.

Professional Associations you will join:

Ways to improve your online presence (LinkedIn, blogs, published content):

Skill-building courses or workshops you will take:

Brand Building

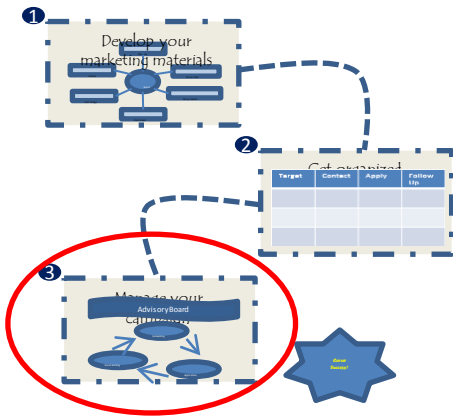
Tip: Use the Titan Involvement Center to track your activities and awards!

Applications

Resumes should be **tailored** for each opportunity to which you are applying.

Identify 3-4 job search sites that you will check regularly:

Simplyhired.com
Indeed.com



Manage Your Campaign

Regularly seek feedback and advice from people you trust.

Advisory Board

Create your own personal "Advisory Board" comprised of professional contacts that know you well and can act as a sounding board for your throughout your career marketing campaign (e.g., professors, former supervisors, mentors)

Potential Advisory Board Members:

Congratulations!

Your Personal Brand Management Plan and Career Marketing Campaign is ready to go!

What's Next?

As with any project plan, the key to successful management of the Brand Management and Career Marketing Campaign is to regularly assess your progress, make refinements, and adjust as necessary given personal and market conditions. And once you land your next job – don't stop! This plan is meant to carry you throughout your career, and all the exciting twists and turns that may take place along the way. Have fun with it and best of luck to you!

Have questions about the plan? Looking for feedback?

We're here to help.

Visit Mihaylo Career Services in SGMH 1409 or email mihaylocareers@fullerton.edu