

# GET THE JOB

## Marketing Yourself

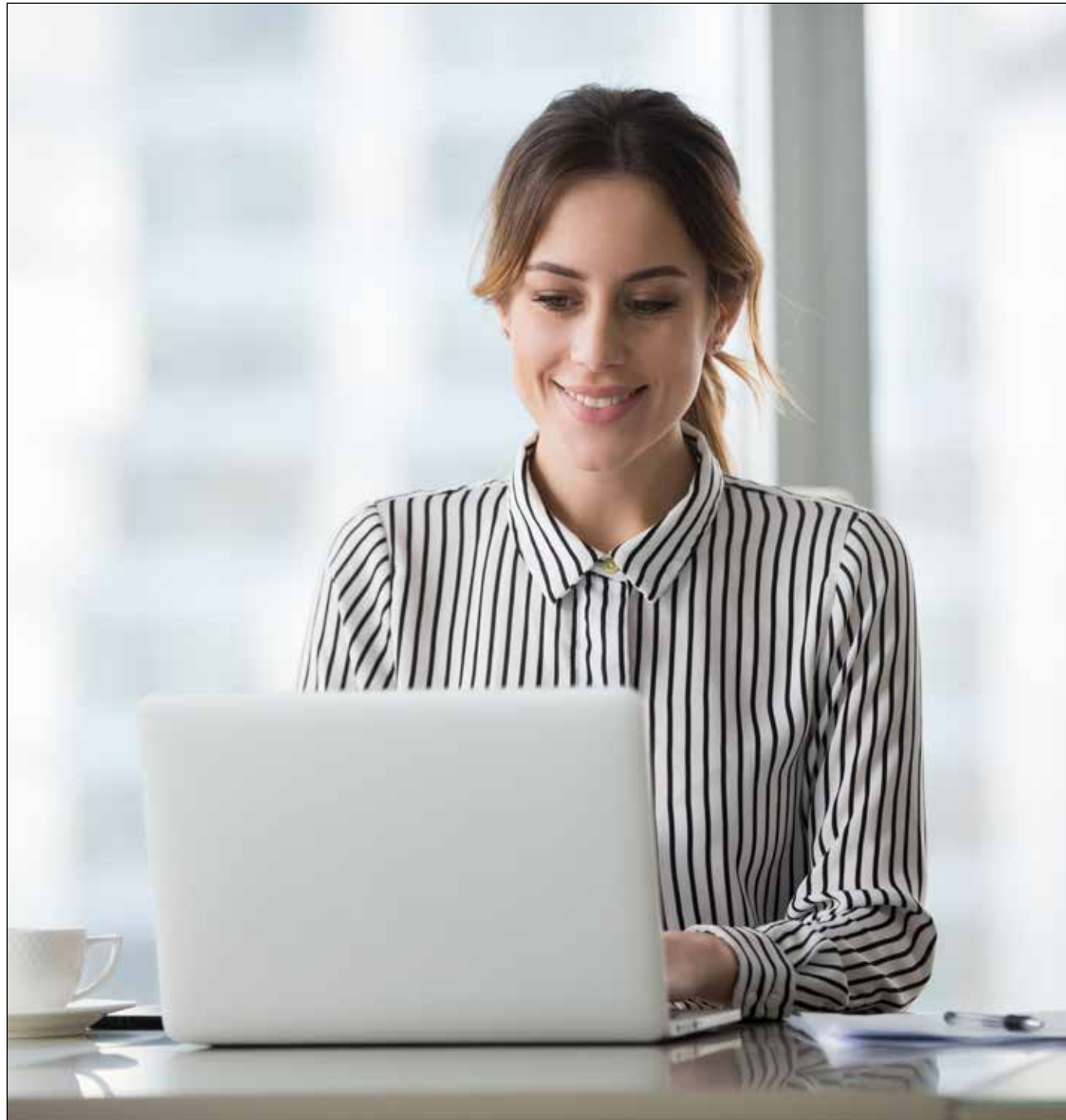
You might not feel particularly comfortable in the role of self-promoter, but networking is a critical element of professional success. Here's how to get ahead in business by marketing yourself.

### IDENTIFY YOUR USP

Everyone has a unique selling point, or USP. It's a niche factor that makes job candidates (and the products and brands they make) desirable to customers, while also differentiating it all from their competitors. Perhaps you have some specialized training, or a combination of experience and personal interests that stand out in a pile of prospective résumés. Once you've figured out your USP, you're ready for the next steps in marketing yourself.

### SHARPEN YOUR PROFILE

The first impression most people get of any prospective candidate can be found on your résumé and professional social media presence. It's important to keep your résumé up to date, of course, but also to freshen the overall look. Everything should be



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written in a clear, concise way, preferably with two or fewer pages. When it comes to busy job interviewers, less is

definitely more. Similarly update the details on your professional social media page, which often serves as a

recruiter's first landing spot.

### BE ORIGINAL

Remember that an active

presence on professional social media sites says a lot about your career engagement. Find ways to connect with others on relevant topics, either by sharing links or joining industry discussion groups. Everything you learn there, along with related publications and websites, will help down the road at the interview stage, too. As your confidence builds, try sharing your own personal takes through short original posts. You'll be establishing credibility with industry peers, while nurturing connections for future career growth. Decision makers are always looking for smart, involved candidates. When the next position comes open, you'll be front of mind.

### ALL ABOUT PERSPECTIVE

If you remain tentative about taking these steps, try adopting a new perspective on marketing yourself: Sharing expertise with others in your field can be looked at as a helpful action aimed at uplifting others who need career guidance, rather than simply a networking opportunity. Think of yourself as a mentor to others. It might alleviate some of the awkwardness you're feeling, while also improving your chances of getting hired: Job recruiters are looking for that kind of leadership, too.