Personal Brand Management Plan
and
Career Marketing Campaign



COLLEGE OF BUSINESS & ECONOMICS

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Hello. My name is …

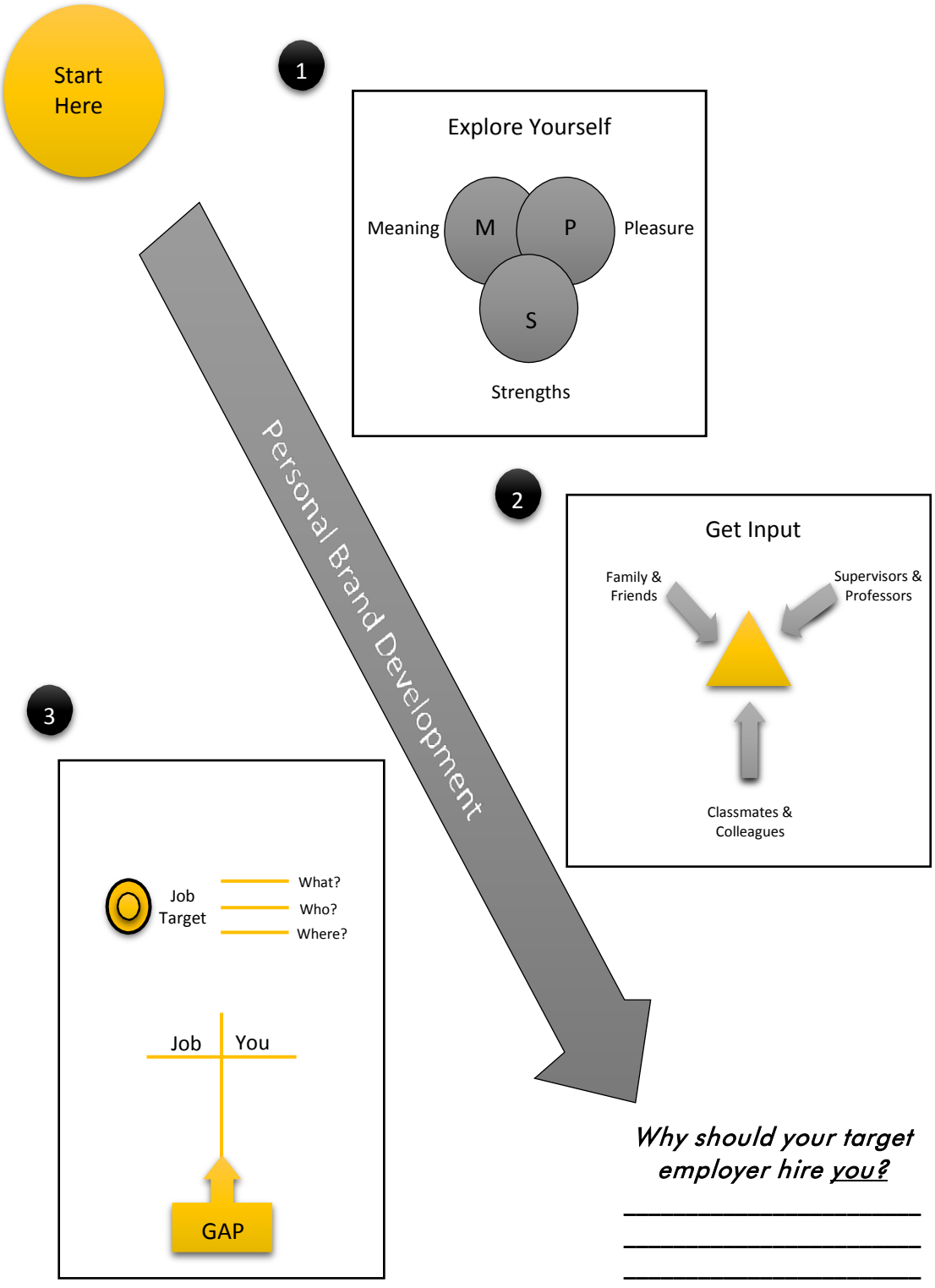
An effective introduction is straightforward and simple but the development process can be quite complex. In order to differentiate yourself in a competitive marketplace you need to project a personal brand that is both memorable and authentic, and leaves the employer with a strong impression of your potential and capabilities within his or her organization.

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. It's 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

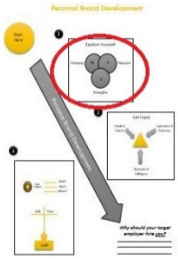


Why should your target employer hire <u>you?</u>

_____

_____

_____



Explore Yourself: The "MPS Process"

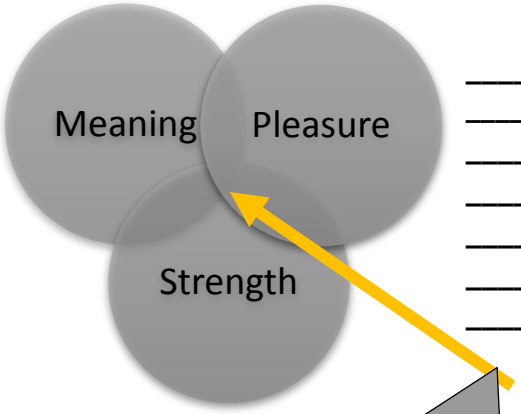
First, take some time to explore who you really are. The MPS Process was created by Harvard professor and best-selling author, Dr.Tal Ben-Shahar, and was published in his book, "Happier[1]." The model develops ideas from positive psychologist, Dr. Mihaly Csikszentmihalyi. For more in-depth information 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?

_____
_____
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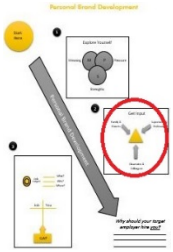


What are your strengths?
What are you good at?
What comes naturally to you?

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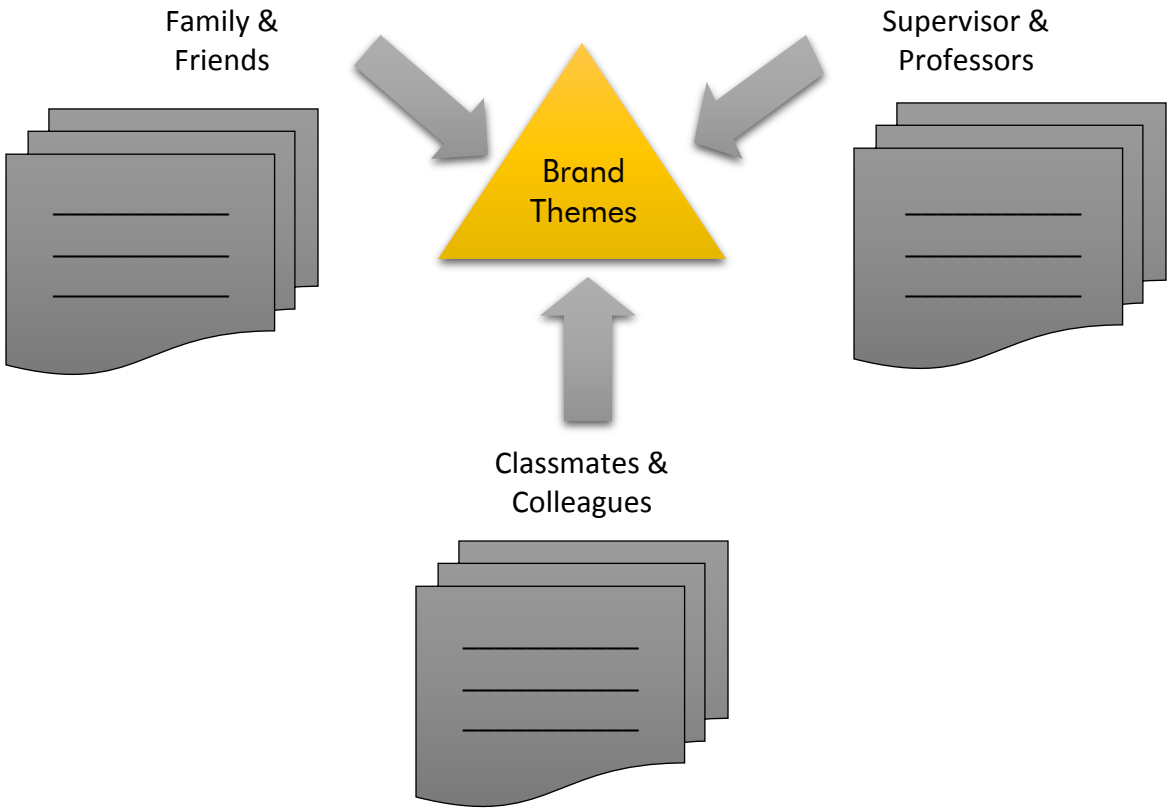
What is in the "sweet spot?" Are there words, themes, or ideas that appear in all three circles?

_____
_____
_____
_____
_____
_____.

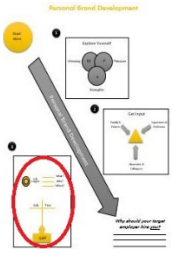


Get Input: What are you known for?

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.

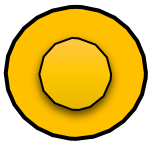


Circle or highlight the common adjectives and descriptions.
Are you projecting your brand effectively to others?



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!



Job Target

A few good career exploration sites:

http://www.careers-in-business.com/
www.calstatela.edu/univ/cdc/majors/index.html
http://www.bls.gov

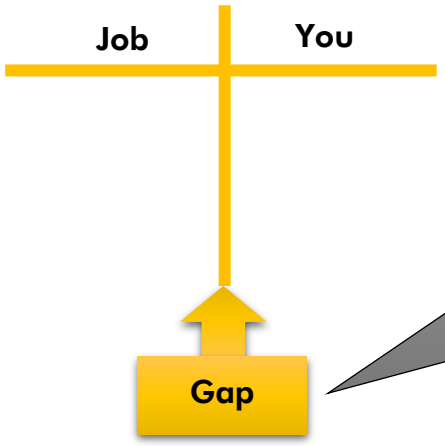
_____ **What?** Describe the job function, what you want to DO.
_____

_____ **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?

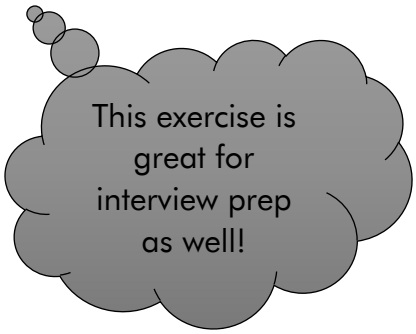


(What you don't have yet)

Fill the Gap:

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

My Brand



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 department 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

Develop your marketing materials



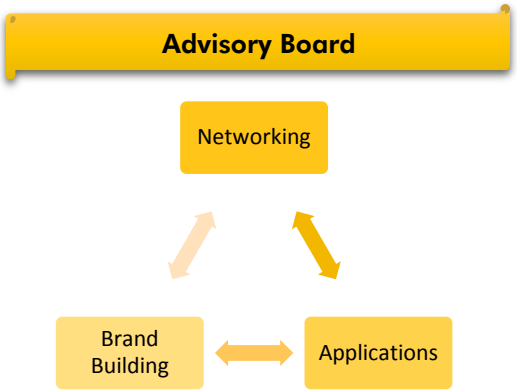
2

Get Organized

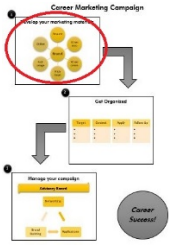
Target	Content	Apply	Follow Up
•	•	•	•
•	•	•	•
•	•	•	•

3

Manage your campaign



Career Success!



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?

Your resume should highlight specific accomplishments, skills, and experiences that reflect your brand and be tailored for each job opportunity you are targeting. It is the answer to your target employer's question, "Why should I hire you?"

Google yourself. Are you pleased with the results and the impression they leave on someone who might not know you well? Strategic use of social media and online channels can help promote your brand to the outside world, thus broadening your reach and supporting your campaign!

Resume

Online

10 sec intro

Brand

Prof. Image

30 sec comm

Pitch Email

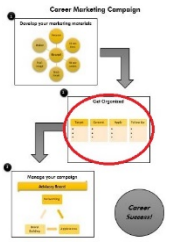
Your 10-second introduction is a brief conversation starter that include basic information about who you are (your concentration and status in school, what you are interested in, and then a quick question to get the other person talking.)

Your 30-second commercial is your opportunity to verbally express your brand via an in-depth introduction. A commercial will give you more time to succinctly describe your academic background, professional experience, and to discuss your overall goals for your career as well as connect yourself to the environment in which you are delivering your commercial (e.g., formal interview, networking event).

How you dress and carry yourself in public is a visual representation of your brand. Taking care to look neat and polished even in casual settings will send a nonverbal message to the world that you are a mature and poised individual. You never know who you will run into…remember that you are a representation of your family, your school, and your affiliations at all times!

Your networking pitch email is a 4-5 sentence introduction to a new contact, with the intent of securing a follow-up meeting or conversation. It should include a brief overview of who you are and why you are contacting them (for learning purposes or informational interviews, NOT asking for a job! After all…they don't even know you yet!)

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 from.

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

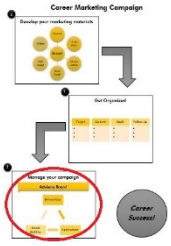
What are the next steps to pursuing employment with this organization?

Target Company	Target Role	Contact(s)	Applied	Follow Up	Notes
Company XYZ	Marketing Analyst	M. Scott, Recruiter & A. Bernard, CSULA alum	1/1/2016	Send recruiter follow up by 1/20/2016	Met A. Bernard at Career Fair. Talked about Co. XYZ and ABC football
ABC Firm	Market Research Coordinator	K. Kapoor, neighbor & J. Halpert, guest speaker in BUS 101 class	No jobs currently posted	Also send resume to K. Kapoor for review and internal referral	Company biggest marketing firm in L.A., many top technology clients in area
MNOP Inc.	Marketing and Sales Specialist	None yet	1/10/2016	Use LinkedIn to find CSULA 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 any 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 networking.[1]

[1]Bureau of Labor and 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.

Brand Building

Applications

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

Professional Associations you will join:

_____
_____
_____

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

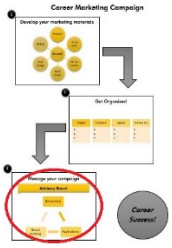
_____
_____
_____

Skill-building courses or workshops you will take:

_____
_____
_____

Identify 3-4 job search sites that you will check regularly:
Simplyhired.com
Indeed.com
Glassdoor.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 you 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!