



International Association
of Business Communicators
Barbados

Marketing Yourself

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What exactly is marketing oneself?



Each of us markets/sells/presents ourselves each day—to each other, our bosses, and potential clients.

We invite persons to ‘buy-in’ to who we are and what we have to offer.

How do you market yourself?

A brand in this context is

- **the image of you that exists in someone's mind;**
- **based on the perceptions of others about you.**



Why?

It's a competitive economy

Possibilities are endless

**Clients/employers are
always on the lookout**



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Building your brand

**LET'S GET
↓STARTED↓**

- **Decide what makes you unique – what's your specific value proposition?**
- **How do others see you?**
- **Be clear on your goals.**
- **Know your target audience.**

We're still building...

- **Pay attention to the details that make you unique.**
- **Update your resume/CV.**
- **Network.. Network.. Network!**
(Did we mention that networking is important?)
- **Communicate.**
- **Review your brand (and how you portray it) frequently.**
- **Testimonials and referrals.**



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Here's a real world example
from...

Carol Walcott

It's about relationships – building them, strategically, all around you

It's about satisfying clients – your clients are internal, if they are happy with the service you provide and the relationship you've built they'll not hesitate to support you when necessary



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Just a note...

Be responsible for the development and maintenance of your brand.

**To market yourself,
KNOW YOUR OBJECTIVES.**

Remember..

Yes building your brand is hard, but you can do it!

You have to live and breathe your brand.



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Any questions?