

self-marketing toolkit

- know who you are
- know what you want
- know your achievements
- describing yourself
- create business cards

know who you are

Taking stait of who you are - your interests, strengths, values, personal qualities, and work style - is essential foundation for all networking communication.

know what you want

Having clear goals and being able to define objectives to reach those goals is essential for effective networking

know your achievements

You need to talk about your past achievements (that you are proud of in your life) to provide evidence of what you have done in similar situations in the past.

Achievements need to be conveyed as concise stories that include three basic elements:

- Context
- Action
- Outcome

describing yourself

Criteria for powerful self- introduction:

- clear - be sure to let people know what you do
- concise - Keep It Simple & Short rule -> 7 sec, 30 sec, 2 min.
- distinctive
- use common words
- engaging - people will remember your warmth, smile, interest, and enthusiasm

describing yourself (continued)

"Hello, my name is Roman Wendt.
I am a company doctor"