

Refining the Elements of Your Marketing Plan

REFINE YOUR PROFESSIONAL OBJECTIVE

A professional objective is a concise phrase or sentence that describes the kind of work you are seeking.

- **Is it realistic?**
- **Is it supported by your qualifications?**
- **Does this kind of work exist in sufficient quantity in your chosen target market?**

REFINE YOUR PREFERRED FUNCTIONS

Preferred work functions are those functions you are good at and that you enjoy doing. You may have used some of these on your resume, either in your summary or as a bulleted list below your summary.

- **What are you good at and what types of functions do you want to perform?**
- **Are the functions too broad or general? Are they too narrow?**
- **Will you be seen as qualified in all segments of your target market?**
- **Can you communicate your qualification effectively in all segments of your target market?**

REFINE YOUR POSITIONING STATEMENT

The positioning statement answers the query: *Tell me about yourself*. It is a fundamental communication tool you will use throughout your search during casual conversations, for marketing and during interviews.

- **Your professional identity – what "title" have you given yourself?**
- **Your professional expertise – what are your core competencies and skills?**
- **Types of organizations you've worked for or with – what environments have you worked in?**
- **Your unique strengths – what are the qualities that differentiate you from others?**
- **Does it describe who you are and what makes you successful?**
- **Does it describe the attributes and characteristics that set you apart from others?**
- **Does it describe what you want to do in the future as it relates to what you've done in the past?**
- **Does it use words appropriate to your next employer?**

Refining the Elements of Your Marketing Plan (Continued)

REFINE YOUR COMPETENCY LIST

Competencies are the clusters of skills and personal characteristics that make you successful and enable you to perform certain kinds of work effectively. Skills are what you can do; competencies are broader areas of expertise. During a job search, your ability to articulate the combination of your skills, knowledge and abilities as they relate to those of your target organizations is an important part of your communications strategy.

- **What do you do in a unique manner?**
- **What will your targeted employers pay a premium price for?**
- **What value added do you bring? How would you make the products or services better, faster, cheaper?**
- **What sets you apart from others in your profession or at your level?**
- **How can you maintain your career advantage in the future?**
- **How do you meet goals or produce results?**

REFINE YOUR TARGET LIST

In order to refine the target list, you need to do research on the companies. This will help you in determine which ones you want to go after, as well as prepare you to present yourself effectively to each. To research a target company, determine the following:

- **What is the full name of the company?**
- **Where is it located?**
- **How large is it in terms of revenue, number of employees, product lines, etc.?**
- **How long has it been in business?**
- **What has its growth pattern been?**
- **How well is it doing right now?**
- **Who are its competitors?**
- **Where does it stand in the industry?**
- **Who are the key executives?**
- **Who are the hiring managers?**
- **What needs does this company have that you might fill?**

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HERE ARE SOME RESOURCES TO USE:

- Get a copy of their annual report or 10K
- Use Hoover's, Dun and Bradstreet, Career Search or InSite2 on CRN
- Read newspapers, journals and periodicals
- Use other online or web-based service
- Check the company's Web site