



Gail Borden

Public Library
District

270 North Grove Ave.
Elgin, Illinois 60120
847-742-2411
www.gailborden.info

information

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Marketing Yourself

Think of yourself as a product. You are “selling” the entire package to a potential employer. “Branding can be accomplished through verbal and visual means. Verbal branding includes your sound bites and success stories, while visual branding is accomplished through your actions, attitude, and attire” (http://www.quintcareers.com/communicating_career_brand.html). While it is important to make sure all of these components promote a positive image, you may want to focus in on one aspect to promote your outstanding qualities by using an Elevator Speech.

Elevator Speech

This speech “is a very short introduction of yourself used in situations where you are meeting a lot of people and probably not spending a great deal of time with any one of them. Events specifically designed for networking were made for the Sound Bite, which lasts about 15-30 seconds and may or may not be the prelude to a lengthier conversation. The trick is to make your Sound Bite so intriguing that people will want to spend more time talking with you” (http://www.quintcareers.com/job-search_elevator_speech.html). Your elevator speech can easily be modified to fit different situations. Remember, be clear, concise, and show you have what it takes to beat the competition.

Example: “I’m Sandra Green, and I make things grow. I’ve created gardens of all sizes for friends, schools, and senior centers. I teach gardening at after-school programs and have started a gardening blog. So far, I’ve worked with ten schools and five other community organizations in my local area. My goal is to create better neighborhoods by bringing people of all ages together around gardening” (http://www.aarp.org/money/work/articles/your_elevator_speech.html).

Answer these questions: Who are you? What do you do best? How have you made an impact? What are you seeking? (http://www.aarp.org/money/work/articles/your_elevator_speech.html)

Links

The Brand Called You

<http://www.fastcompany.com/magazine/10/brandyou.html>

Elevator Speech Do’s and Don’ts

http://www.quintcareers.com/elevator_speech_dos-donts.html

Books

Managing Brand You Adult Nonfiction 650.1 Wilson

The Complete Idiots Guide to Branding Yourself Adult New Nonfiction 650.1 Paprocki