



# Point of View

## How to Market Yourself

*To have a more productive job search, learn to market yourself better and be proactive to set yourself apart from the field.*

So you're in the middle of your career, and you have decided to move to a different company. But as you begin your search you find you're having difficulty getting calls back. Why? You have a strong resume, good references and solid work experience.

Don't be discouraged! This may be a candidate's market, but recruiters and hiring managers are bombarded with resumes for desirable positions like the one you want. You may be the perfect candidate but you need to find a way to pop out. Here are some tips on how to market yourself better:

- **SWOT yourself.**  
Run a situational analysis on yourself pertaining to the position. A SWOT is a four-quadrant box that lists your strengths, weaknesses, opportunities and threats. Once you have this down on paper you know how to write your resume and cover letter to stand out. You also get an idea how to turn your weaknesses into strengths and how to combat threats.
- **Be trendy.**  
Don't walk into an interview or a meet-and-greet session straight from the pages of *Vogue* or *GQ*, but do make sure you know the trends going on in your industry. If you have your finger to the pulse, you will know what hiring managers want in their employees.
- **Get involved.**  
You may be a member of professional organizations, but if you never attend meetings or events you'll never have a chance to build a network. View these as recruiting opportunities. People always feel more comfortable hiring someone they know or on recommendation.
- **Be proactive.**  
Call up the recruiter and tell them you are interested in the company. If there's nothing available in your field, send your resume for future consideration. If you have interviewed with the company, be proactive about following up afterwards.

- **Showcase your achievements.**

You have enough experience to have a strong portfolio. This is not the time to be modest. Show off those projects you spearheaded, all the revenue you brought into the company and other accomplishments.

- **Research.**

Why do you want to work for this particular organization? Is it just name-value? Research the corporate culture, if this is truly the place you want to work, but there's nothing open, look for sister or parent companies that may have similar positions available.

With these tips in mind, your job search should become easier. Instead of sending off resumes blindly into the night, find a way to market yourself and create a more personal connection with that hiring manager. You'll find this approach to be less frustrating and more productive.