

A Strategy for Marketing Yourself

1. Compile a list of every company that has one of the following relationships with your present, last, or significant employer:
 - a. Vendor
 - b. Strategic Partner
 - c. Client
 - d. Direct/Indirect Competitor
2. Compile a list of every individual contact you have with all of the above listed companies.
3. Create a brag sheet or list of exceptional quantitative achievements that helped a former employer or company do one of the following:
 - a. Increase profitability
 - b. Decrease costs
 - c. Increase efficiency
 - d. Increase production
 - e. Decrease waste
 - f. Increase growth or market share
4. Prepare a brief intro that creates interest and illustrates a true ability to speak with confidence and provides a real value of how you can help a prospective company achieve their objectives and financial goals using your list of achievements

Hello, Mr. Thomas, My name is Dianne Metcalf, I am the former Director of Finance for a Fortune 1000 company here in Houston. Although we have not met, our companies are direct competitors. While working as the Finance Director, I was able to increase our company's profitability by 36% over a two-year period and I would like very much to discuss with you the possibility of becoming a part of your team. Although you may not have an open position at this time, it would be an honor to discuss any future possibility that might be mutually beneficial. Please call me at your earliest convenience. My home/office number is 713 123-4567. I look forward to hearing from your soon.

5. Practice, practice, practice until it is smooth and you can say it with confidence, and then call, call, call...
6. Send out emails, letters, and cards with a similar message. Follow up is essential!
7. This last item is essential.....call me when you have found that new job so I can be one of the 1st to Congratulate You!