



Marketing YOU

Think of yourself as a product
that you want to promote!

Here are some things to consider:

- What’s your value? In marketing speak, it’s called your unique value proposition. What are your special skills and abilities?
- What’s your goal? Where do you see yourself in 6 months? In a year?
- How will you measure your goals? Set specific goals with timelines.
- Identify your target markets. This could be a trade you want to learn, a college you want to attend, or a career you intend to have.
- What resources will you need? Will you take classes, volunteer at an organization, or expand your network? Make a list.

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