



CHAPTER 3

MARKETING STRATEGIES: FOCUSING ON YOUR MARKET

KEEP YOUR FACE TO THE SUNSHINE AND YOU
CANNOT SEE THE SHADOWS.

Helen Keller



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- Personal Marketing
- Informational Interviewing
- Electronic Resources for Self-Marketing
- Positive Attitude
- Systematic Marketing Strategy



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- Personal Marketing
 - Why is it more effective?
- Advertised Job Market
 - Used by the majority
- Hidden Job Market
 - Used by the minority



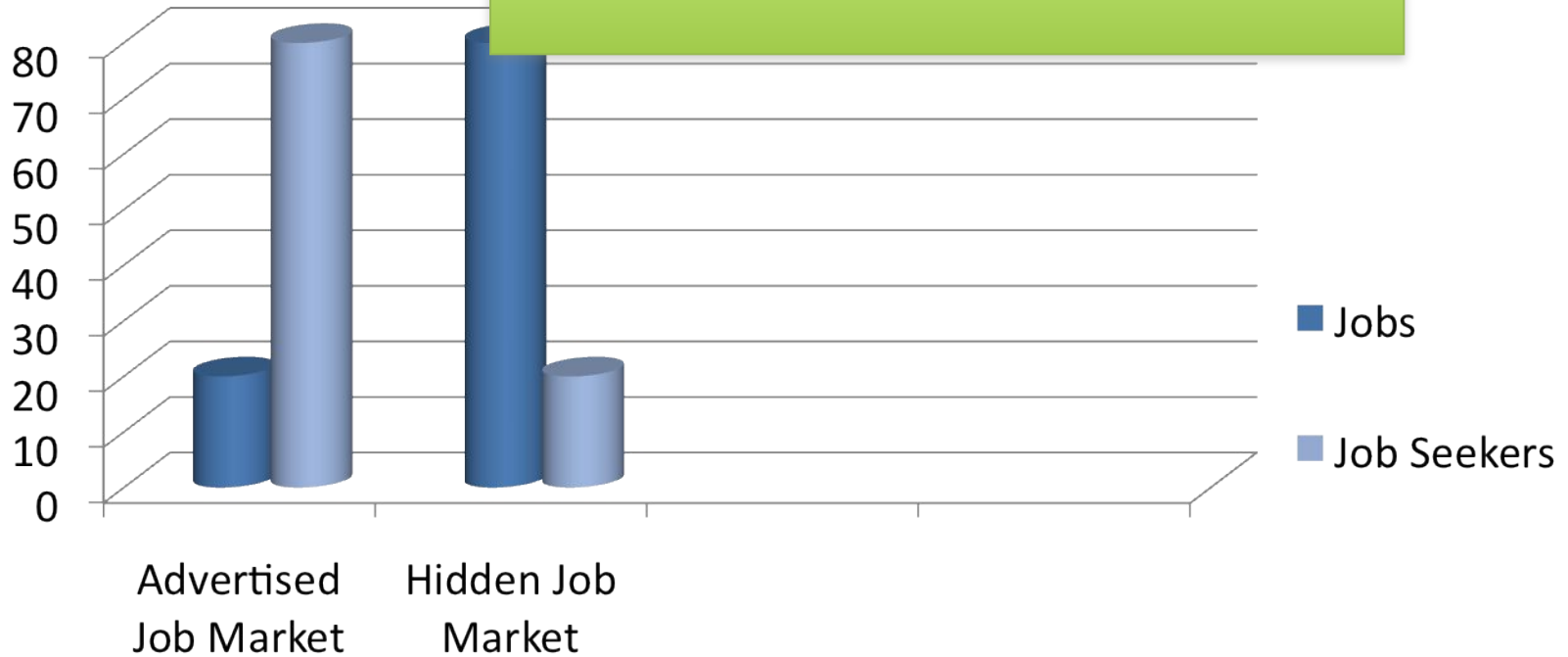
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THE JOB MARKET



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- Informational Interviewing
 - Non-job-seeking interviews
 - Before you begin your job search
 - To learn about positions, company, industry
 - Use network contacts or research
 - Increase network contacts



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- Electronic Marketing
 - Internet
 - Email
 - Web groups, blogs, discussion boards
 - Professional associations, alumni
- Note of Caution
 - Trustworthy sites



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E-mail Etiquette

LIST DO'S

LIST DON'T'S



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- **Positive Attitude: Attitude is Everything**
 - Negative thoughts lead to negative attitude
 - Change negative thinking
 - Recognize it
 - Remove it
 - Replace it



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- **Systematic Strategy**
 - **A List**
 - Top companies
 - **B List**
 - Good prospects
 - **C List**
 - Good place to start