



CAREER FOCUS CANADA

CHAPTER 4

MARKETING TECHNIQUES

IF OPPORTUNITY DOESN'T KNOCK BUILD A DOOR.

Milton Berle



CAREER FOCUS CANADA

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- Networking – cold calls
- Career Fairs
- Personal Branding
- Social Networking



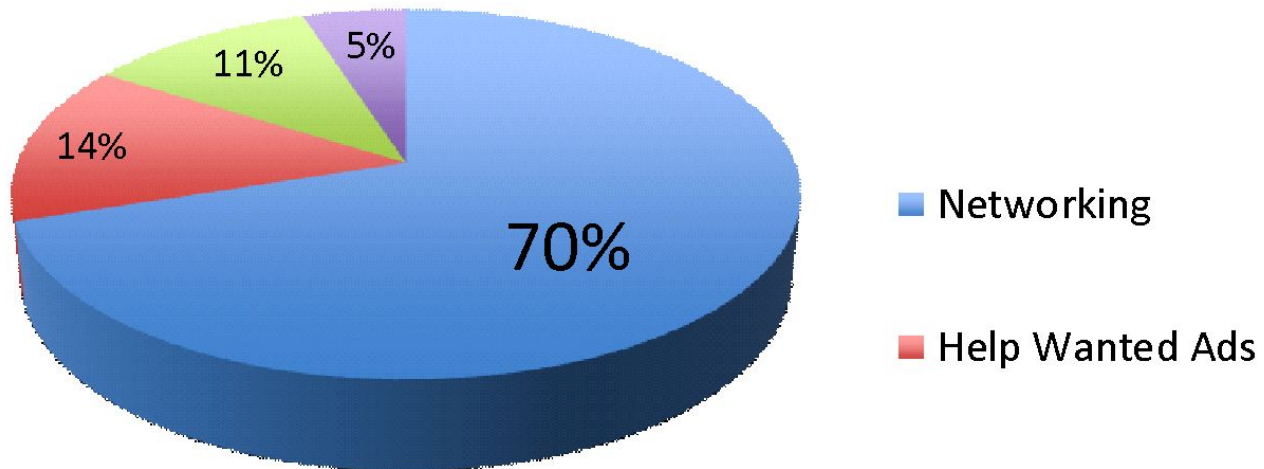
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HOW JOBS ARE ACQUIRED





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• Cold Calls

- Go in person – alone – dressed professionally
- Don't start with A list – practise with C list
- 15 second intro
- Bring resume/portfolio
- Overcome objections
- Follow up



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- Career Fairs
 - Interview attire
 - Bring resumes/portfolio/networking cards
 - Research employers in advance
 - Prepare introductory statement
 - Be prepared for an interview
 - Follow up



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- Personal Branding
 - Determine who you are
 - Determine the image you wish to portray
 - Ensure all marketing documents portray your image



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- Social Networking
 - Facebook, MySpace, Twitter, Linked In
 - Use to your advantage not disadvantage
 - Create a professional blog
 - Potential employers will check your internet presence