

Managing your career is similar to managing a business. The effort and time put into presenting and marketing a product directly reflects sales, and ultimately, determines success. The same principles apply to finding a new position. It takes hard work, organization, dedication, and a hands-on approach to selling yourself, your talents, and experience. Here are ten great tips to help promote your talents and generate a successful job search.

1. Positive Perspective - Your Philosophy, Your Attitude

When searching for a new position, whether it's with your current company or elsewhere, having a positive perspective is the key to success. We all need to turn loose of our old scripts. In the old days if you worked hard and kept your nose clean, the "company" would take care of you. No longer is that the case. Today *you* need to take control and manage your own career. It is your number one priority in today's market place. Make sure your glass is half full, not half empty - everyday. Replace your fears with faith and trust, knowing you're in charge of your career. As you conduct your job search keep in mind that selling yourself is really just sharing information about yourself. You'll need to find out what potentials employers are looking for, then over deliver and under promise.

2. Project Planning

Searching for a new job is similar to creating and managing a work project. First, you must determine the parameters of the project and then do the necessary research. **Prioritize your activities and plan them in a logical method.** Breaking the project into easy manageable steps keeps you on task and helps minimize the feelings of being overwhelmed. To create a successful plan:

- Define your accomplishments, the impacts they made, and add them to your resume.
- Write a general cover letter outlining your accomplishments - individualize letters to each firm.
- Develop a list of target companies you would want to work for and research those companies.
- Follow up with a phone call to determine the target company's interest level.
- Ace the interview with great questions and by dressing correctly.

3. Product For Sale

You are the product. To sell yourself, study the job description. Understanding and defining your product is critical to your success. What do you bring to a firm? In marketing terms, **what are your features, examples, and benefits?** You must demonstrate confidence in your product...yourself. Use impact words that demonstrate your abilities (see examples below).

What are your features?	What are examples of successes?	What were the benefits to the firm?
I led the sales team in sales with a 26% increase year to year.	Awarded the top sales person award for three years in a row.	Increased overall sales for the firm by 4%.

4. Demonstrate Passion

In your cover letters, resume, and interview, **you must demonstrate passion** and high energy for your work. Show that you are excited to go to work. Just as important, demonstrate you are not afraid of failure and understand that failure is just a state of mind. You cannot fail as long as you are still trying. With this kind of an attitude you must make sure the job offered is something you really want. *It is far easier to get into something than to get out of something.*

5. Professional Presentation

Make a winning first impression. Be prompt, make eye contact, and have a firm handshake. An interview should be treated similar to a sales call. You have a defined product (you), which includes a great collateral piece - your resume. You have the confidence you need in your product, you have done your homework on the company and you believe they need your skills to grow as a firm.