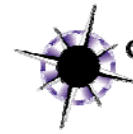


Market Yourself for the Job You Want

Holly Smith, Career & Employment Services, 785-532-6506, ces@ksu.edu



Career and Employment Services
Guiding You from College to Career
Kansas State University

STEP 1-GET TO KNOW THE VIRTUAL YOU

Google yourself! Find out what is out there about you in cyberspace. If there is anything unfavorable your first step will be to find the source and have the information removed. Other important areas to clean up include your personal blog and Facebook/MySpace accounts (clean up your wall, info, unfavorable tagged photos, and bumper stickers). We also encourage you to set your page to 'private' and approve any newly uploaded photos that have you tagged.

STEP 2-IDENTIFY WHY AN EMPLOYER WOULD WANT TO HIRE YOU

You have to be able to sell yourself. If you can't tell an employer why they should hire you, then you probably won't get hired. Think through your options, list out who you are and what you want to be (achievements, experiences, strengths, goals- educational, professional, community service, etc.), and what makes you stand apart from others.

Define how you have demonstrated a strong work ethic or ways that you have proven you are a hard worker.

STEP 3-IDENTIFY WHAT EMPLOYERS, INDUSTRIES YOU ARE INTERESTED IN

Visit Career & Employment Services to learn which employers recruit at K-State and see what jobs or industries are 'hot' right now. Search online databases or contact Hale Library Help Desk for assistance.

STEP 4-DEVELOP YOURSELF AS A JOB SEEKING APPLICANT

Traditional approach- Once you have narrowed in on an employer or industry, Career & Employment Services can help market yourself through networking or by creating a polished and targeted resume or cover letter.

Non-traditional approach- The virtual you! Post your profile to online job sites, professional networks, video resume, online portfolio, a professional blog, add to other blogs, etc. Research what techniques are popular for the industry or employer(s) that you are interested in.

STEP 5-NETWORK, NETWORK, NETWORK

1st- Create and master an elevator speech, which is a short statement that summarizes your strengths and what interests you (see sample below).

2nd- Research people in your field and locate ways to interact with them such as LinkedIn, informational interviews, Twitter, or blogs as a way to potentially make contact with people who can help you in your search.

STEP 6-MANAGE AND MAINTAIN YOUR VIRTUAL IMAGE

Maintain your online image by posting changes in your education, experiences and career progress. Continue to periodically monitor your online presence (Step 1).

Sample Elevator Speech

This is a 15-30 second speech that briefly tells an employer or any networking contact about you. The speech often responds to the prompt "Tell me a little bit about yourself." The specifics of the response often change depending on your audience, but typically include:

1. Introducing yourself
2. Telling what you do: focus on what you do that would benefit the prospective employer
3. Stating your competitive edge or what is unique about you

Sample Elevator Speech (*Underlined items should be personalized to you and your interests*):

My name is Willie Wildcat, and I will graduate in May from Kansas State University majoring in Social Sciences. I am looking for a full-time position working in market development or vendor relations preferably with the renewable energy or bio-fuels industry. My academic background has prepared me to offer an employer skills related to critical thinking, writing, research, and public speaking. I have been active on campus with the Students for Environmental Action, Greeks Go Green, and the K-State Cheer Squad.

Closing 1: Do you have any contacts you would recommend I contact to discuss career paths or job opportunities?

Closing 2: I'd like to know how you got where you are today, and what advice you'd have for a college graduate just coming into the job market today. Do you have a moment right now? (<http://jobstar.org/hidden/asher2.php#college>)

(Over for more info)

Networking Email

Write an email to generate potential contacts or job leads. Remember: You are not asking for an interview, you are asking for advice. By making advice requests, you can tap into a vast network of people who can assist you in your job search. See below for sample email:

Dear Mr./Ms./Dr. _____:

I hope this email finds you well. I was referred to you by _____ who thought you would be a great resource for advice. I am a senior at Kansas State University and am looking to work with market development or vendor relations preferably in the renewable energy or bio-fuels industry.

What are the top five employers that you recommend I contact? Do you have any recommendations of individuals I should contact or potential employer contacts? If it would be more convenient to discuss this via phone, my number is (847) 491-8843. Thank you very much for considering my request. I look forward to hearing from you.

Sincerely,

Willie Wildcat

Great Resources to Help You!!!

Brand yourself for the Job you want in three years. Konrath, Katie. Personal Branding Blog accessed 2/1/09 via <http://personalbrandingblog.com/brand-for-the-job-you-want-in-three-years/>

Four steps to branding yourself. Nair, Naveen T. Shine.com accessed 3/26/2009 via <http://info.shine.com/Career-Advice-Articles/Career-Building/4-steps-to-branding-yourself/1835/cid28.aspx>

Let your online network find you a job. Nair, Naveen T. Shine.com accessed 3/26/2009 via <http://info.shine.com/Career-Advice-Articles/Job-Search-Techniques/Let-your-online-network-find-you-a-job/2008/cid970.aspx>

How to brand yourself in a competitive job market: Q&A with William Arruda. Collier, Mack. August 21, 2007 accessed 3/26/2009 via <http://www.marketingprofs.com/7/brand-yourself-competitive-job-market-collier.asp>

Interview guide. K-State Career and Employment Services. Online version accessed 4/6/09 via <http://www.k-state.edu/ces/students/documents/interviewguide.pdf>

Make contact with employer with advice from Don Asher. Job Star Central at <http://jobstar.org/hidden/asher1.php> accessed 4/6/09

Network intelligence gathering. College Grad.com accessed 4/6/09 via <http://www.collegegrad.com/jobsearch/Network-Intelligence-Gathering/>

Resume guide. K-State Career and Employment Services. Online version accessed 4/6/09 via <http://www.k-state.edu/ces/students/documents/resumeguide.pdf>

Social software and your career-A conversation with the authors of "The Virtual Handshake." Hoffman, Allan. Monster Career Advice. accessed 3/26/2009 via <http://career-advice.monster.com/job-search/Getting-Started/Social-Software-and-Your-Career/article.aspx>

Using LexisNexis to create a prospect list

Regina Beard, Business Librarian, Hale Library, (785) 532-2164, rmbeard@ksu.edu

Access LexisNexis Academic from the library's [Databases](#) page at <http://www.lib.k-state.edu/db/alpha/l.html>

1. Click the Business tab (located in the upper left corner)
2. Identified a company and want to find others in the same industry?
 - a. Look up the company by name.
 - b. Look for the *Primary SIC Code* (4-digit numeric description of a company's business activities)
 - c. Search by SIC for other companies in that industry.
3. Don't have a specific company? Use the *SIC Look Up*.
4. Click the *Create a Company List*. Consider these variables:
 - a. Number of employees—use this field to limit results
 - b. SIC code
 - c. Geographic Information limits the search by state, city, county, zip code
5. Click *Create* and the list displays in *preview* mode.
6. Click the *Next: Customize List* button.
7. Select those variables you want displayed and use the dropdown menu to select the order in which the companies are listed.
8. Click *Update Company List* button to see your list.
9. To change the look of the report, click either the *Edit Search* or *Customize* links.
10. Click the *Download Selected Items* button to import results into an EXCEL spreadsheet.