



PMINJ 2011 Annual Symposium
Deliver with WOW!!
May 2, 2011

How to Let Employers Find You
... Create Your Own Brand[©]

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CONFIDENTIAL

How to Get Employers, Recruiters & Industry Leaders to Seek You Out ... Create Your Own Brand[©]

Presented By: Executive Leadership, LLC --- www.exec-leadershipllc.com --- 908.822.9655

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How to Get Employers, Recruiters and Industry Leaders to Seek You Out

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Are you
a person
or
a product?



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SURPRISE! You are a product.



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- Think about it this way – you are the manufacturer of a product called “you” ***and*** you have to attract customers to purchase your product or you will have to declare bankruptcy.
- In marketing, we know that “you only have ***3 seconds*** to attract a buyer.”

That is equal to the blink of an eye!



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How?

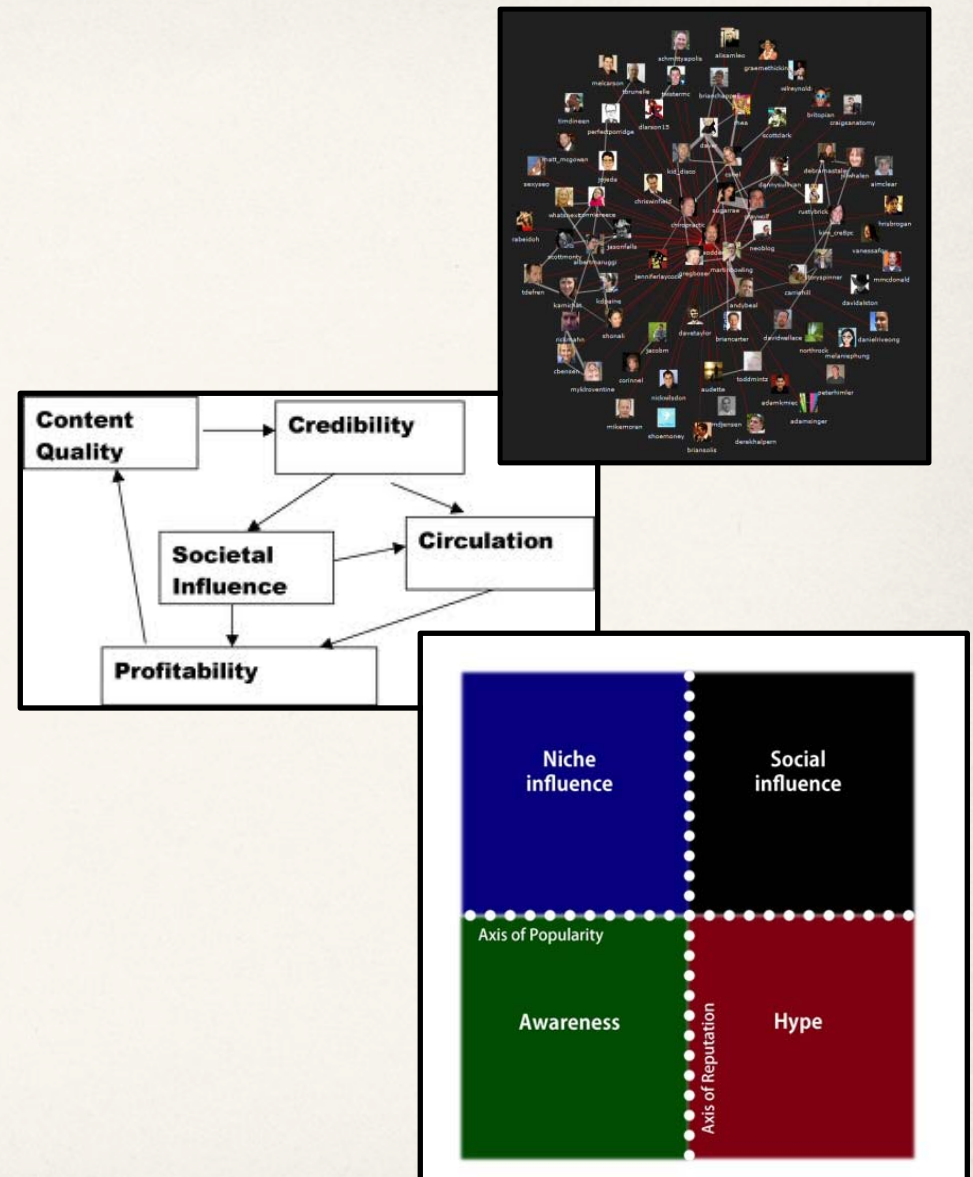
By
Pre-selling
aka
Marketing



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1. Through demographics and psychographics, companies know almost exactly what will trigger you to buy. **You must do the same thing.**
2. **Be proactive** and pre-sell/market yourself to your potential employer(s). This starts with you developing your **personal brand** by using the principles of marketing.
3. **The pre-selling stimulates the buying decision in your favor.**



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Let's Break MARKETING Down

What is it?

- It is the act of persuading one to purchase products/brands or services based on a **real** or a **perceived** need.
- 90% of need is created by **marketing hype**.



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Marketing uses specific principles to implant the need for purchase in your mind.

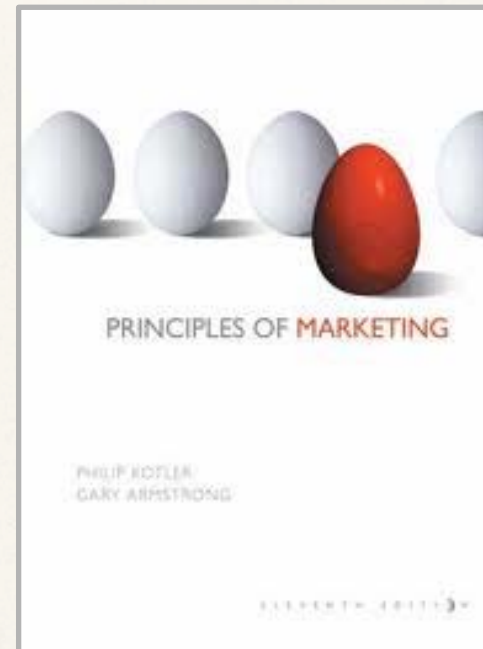


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Marketing Elements of Personal Branding:

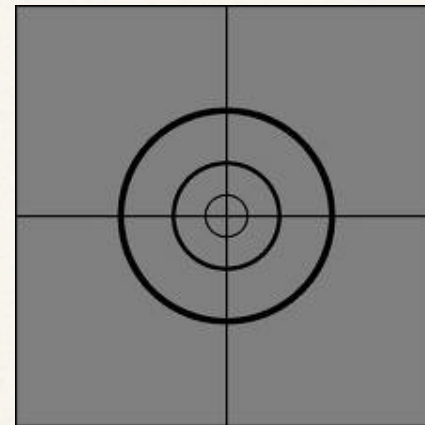
- The **four** principles of marketing are product, price, positioning, and place (distribution).
- Executive Leadership, LLC adds two more principles: packaging and promotion.
- How brilliantly each of these principles are managed, executed, and communicated will determine if you buy one brand/product over another brand/product.



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Today we will focus on JUST one of the principles of building a brand image
- **Promotion.**

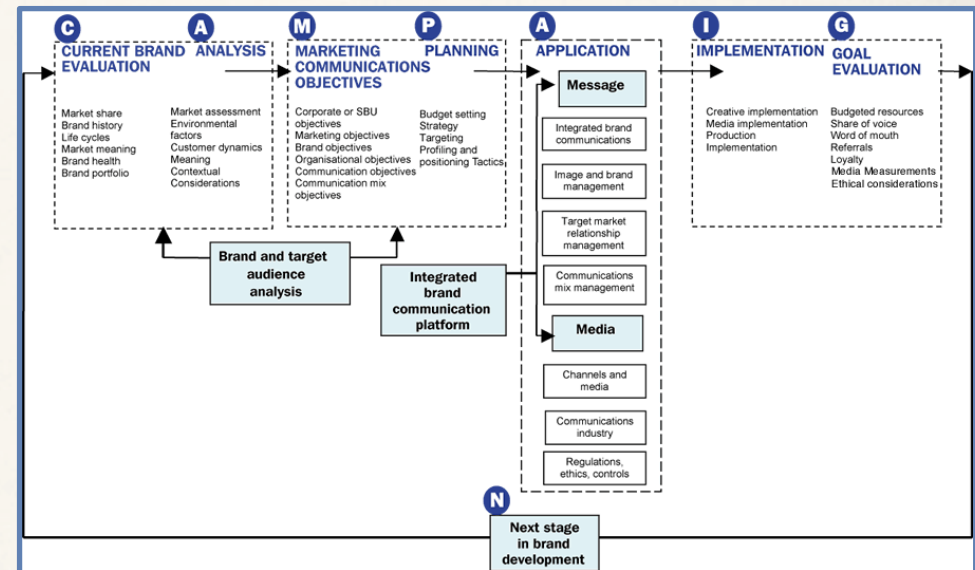


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Promotion:

- The communication link between sellers and buyers.
- Used for the purpose of influencing, informing, and/or persuading a potential buyer's purchasing decision.

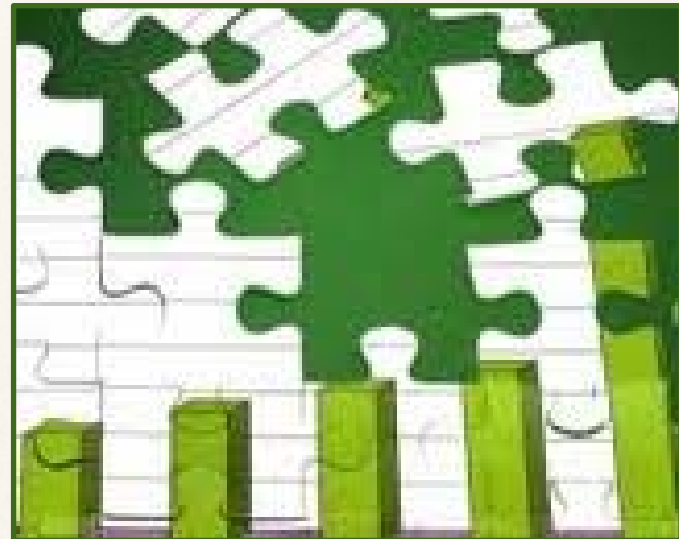


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Promotional Opportunities *Using Technology*

1. RSS Feeds
2. LinkedIn
3. Website
4. Blogs
5. Twitter
6. Facebook
7. eBooks



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Promotional Opportunities

Using Technology

(continued)

8. Podcast
9. Webinar
10. User Groups
11. Videos
12. Electronic Press Releases
13. PowerPoint Presentations



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Promotional Opportunities

Using Traditional Methods

1. Platform Speaking (Events, Conventions)
2. Books
3. Print Media Sources
4. Industry Publications
5. Press Release
6. Resume
7. Cover Letter



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LinkedIn-

What makes LinkedIn important
as a PROMOTIONAL tool?



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- LinkedIn has become **the mecca** of recruiters and professional networking. Recruiters are now taking classes on how to most effectively use LinkedIn.
- You have to be ahead of the crowd **or** at a minimum, keep up with the crowd.




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LinkedIn-

Why is it important to you?

1. Create your own personal tag-line.
2. Update your profile with critical information.
3. Identify a statement of purpose.
4. Provide a summary of affiliations.
5. Showcase your education.

CB Bowman, MBA 

RE-DESIGNING EXECUTIVES TO INCREASE THEIR EARNING POWER - ONE STEP AT A TIME! ©

Greater New York City Area | Professional Training & Coaching



CB Bowman, MBA "When you have worked for a company for 20+ years and find yourself 'merged' out of a position the idea of job hunting is daunting. CB helped me by providing excellent counsel on building a resume, which was tough since my career was not traditional. She gave me confidence... [more](#)

Current

- **CEO at Executive Leadership, LLC.** [Edit](#)
[+ Add a current position](#)

Past

- Executive Development at NextGen Network
- Adjunct Professor - Center for Leadership & Development at Rutgers University
- Member at National Black MBA Association
- VP, Director of Training & Development at Bollinger Insurance
- Member at Belizian Grove
- Member at Women Presidents Organization
- VP, Senior Consultant at LHH
- Member at National Speakers Association
- Freelance Writer at Black Enterprise
- Freelance Writer at Essence Magazine
- Freelance Writer at The Wall Street Journal- National Business Employment Weekly
- Professional Speaker at Yale, Harvard, Princeton, Pace, and St. John Universities. NAFE, et. al.
- Branding Communications, Manager at General Foods/ Kraft Foods

[see less...](#)

Education

- New York University
- New School University
- Pace University - Lubin School of Business
- Parsons School of Design

[see less...](#)

Recommendations **10 recommendations** [Edit](#)

Education

- New York University
- New School University
- Pace University - Lubin School of Business

[see all...](#)

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LinkedIn-

Why is it important to you?

(continued)

6. Identify membership in professional associations.
7. Attach your blog.
8. Link your Twitter feed to your profile.

Websites

- Company Website
- Career Advice & Legal Updates
- Executive Career Opportunities

Twitter

ELIc

Public Profile

<http://www.linkedin.com/in/cbbowman>

CEO

Executive Leadership, LLC.

Human Resources industry

January 1980 – Present (31 years 3 months)

Specializing in Executive Coaching, and Career Management, along with leadership enrichment for clients in the corporate and nonprofit sectors.

Private clients from all industries including finance, health care, consumer products, pharmaceuticals, transportation, IT, etc.

Clients Include Employees of:

Abercrombie & Fitch

Goldman Sachs

Hess Oil

Loyd Abbott

Shell Oil

Time Warner

Phoenix Peak Group

Equitable

AG Edwards

United Way

Columbia University

Random House

Revlon

Merrill Lynch

J Crew

St. Luke's-Roosevelt Hospital

Philip Morris

Lucent Technologies

Marvel Entertainment

Prudential

AIG

Rockefeller Center

McGraw-Hill Companies

Societe Generale

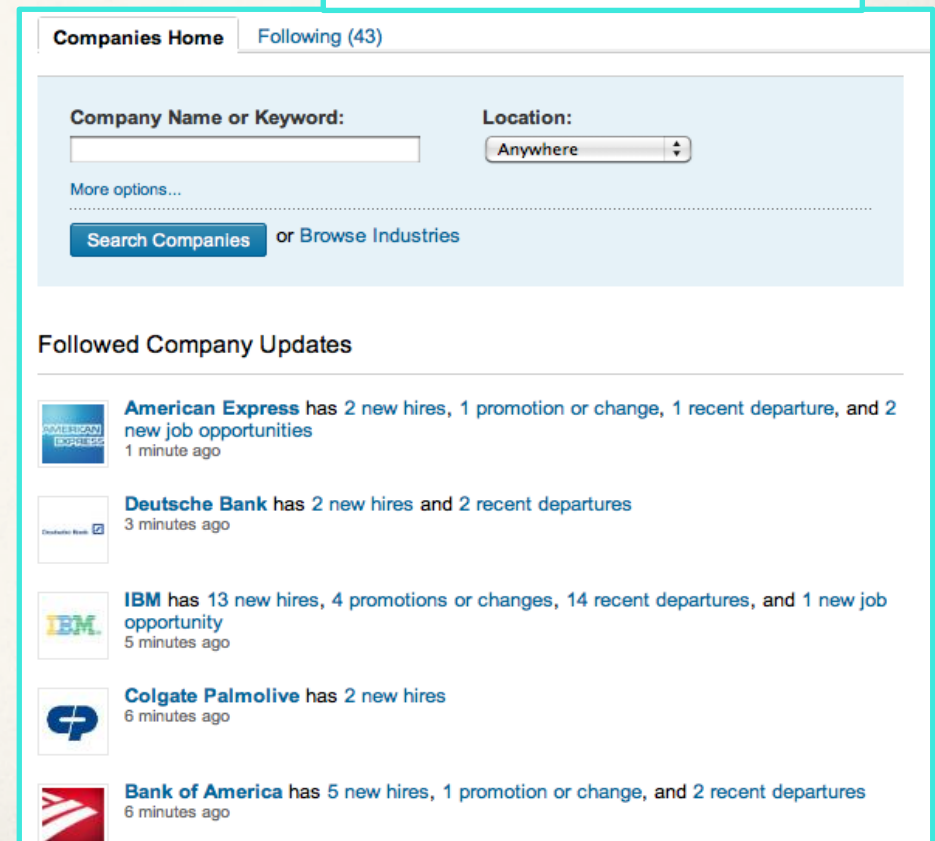
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LinkedIn-

Why is it important to you?
(continued)

9. Track various companies to see who, how often, and where they are hiring. Network with people in these companies.



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LinkedIn-

Why is it important to you? (continued)

10. Obtain information during your job search:
 - Track various companies
 - Obtain a company overview
 - View who they are hiring
 - Determine how often they are hiring
 - Obtain the division and location of where they are hiring
 - Find out who in your network works at the company and has connections in the company

Companies *beta* > American Express

Overview Careers



American Express Company, a bank holding company, is a leading global payments and travel company. The Company's principal products and services are charge and credit payment card products and travel-related services offered to consumers and businesses around the world.

Specialties
Financial
... more

Your Network (153)

New Hires (5)

Employees (23,674)



Small Business Consultant

Anthony Brockman, Greensboro/Winston-Salem, North Carolina Area

Overview Careers

Recently posted jobs at American Express

Team Leader - Corporate Services Operations, American Express
Hamilton, Ontario, Canada - Feb 2, 2011

Director, Corporate Services Operations, American Express
Montreal, Canada Area - Feb 2, 2011

Senior Manager-Business Development, American Express
NYC - Jan 31, 2011

Manager-Network Policy & Process, American Express
NYC - Jan 31, 2011

Director, Platform Architecture, American Express
New York, NY - Jan 31, 2011

Strategic Client's Portfolio Manager, GMS Risk Management, American Express
New York, NY - Jan 31, 2011

Sr. Programmer Analyst , American Express
Phoenix, AZ - Jan 26, 2011

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LinkedIn-

Why is it important to you?
(continued)

11. Search for people by industry, company, etc.
12. Publish RSS Feeds of your blog with critical industry news on your page.

WordPress

Executive Leadership, LLC. – Executive Career Opportunities [\[edit\]](#)



Career Opportunity: Director, Human Resources – Pharmaceutical and Consumer Products, Global Manufacturing & Technical Operations (MTO) 3 days ago

CONTACT INFORMATION: LEADERSHIP CAPITAL RESOURCES 6860 North Dallas Parkway, Suite 200 Plano, TX 75024 (214) 550-0884 (214) 291-5615 Fax
www.leadershipcapitalresources.com POSITION DESCRIPTION ALCON LABORATORIES Director, Human Resources – Pharmaceutical and Consumer Products, Global Manufacturing & Technical Operations (MTO) THE POSITION Reporting Relationships: The Director, Manufacturing & Technical Operations (MTO) reports to the Vice President, Human [...]

CAREER OPPORTUNITY: The Vice President of Global Human Resources 3 days ago

The Client XXXXXXXX is a dynamic, industry-leading developer, manufacturer and marketer of products for the screening, treatment and long-term management of sleep-disordered breathing (SDB) and other respiratory disorders. XXXXXXXX is the largest corporation focused primarily on providing therapies for improving the quality of sleep. XXXXXXXX was originally founded in 1989 and since going public in 1995, [...]

CAREER OPPORTUNITIES: Slalom Consulting to expand after 'phenomenal year' NYC 3 days ago

REPRINT FROM VAULT.COM Slalom Consulting to expand after 'phenomenal year' Posted on Tuesday, February 22, 2011 5:57:10 PM GMT | Post a comment AUTHOR: Sam Reynolds This morning, the folks at Slalom Consulting made public the company's financial results for fiscal year 2010. After a highly successful year, the firm has reported "record revenue" of [...]

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LinkedIn-

Why is it important to you?
(continued)

13. Easy access to career opportunities.

The screenshot displays the LinkedIn Jobs search interface. At the top, navigation links include 'Jobs Home', 'Saved Jobs', 'Saved Searches', and 'Advanced Search'. A banner for 'Zero in on \$100k+ jobs with detailed salary' is visible. The 'Search for Jobs' section features a search bar with the placeholder 'Job Title, Keywords, or Company Name' and a 'Search' button. Below this, a list of 'Jobs you may be interested in' is shown, including 'Assistant/ Associate Director of Career Management' at the University of Chicago Booth School of Business, 'Executives, Managers and Professionals' at The Entrepreneur's Source, and 'Director of Career Services' at UEI College. The 'Advanced Search' section is also visible, with filters for 'Keywords', 'Location', 'Country', 'Postal Code', 'Within' distance, 'Job Title', and 'Company'. The 'Functions' filter includes 'All Job Functions', 'Accounting/Auditing', 'Administrative', 'Advertising', and 'Analyst'. The 'Experience' filter includes 'Any Level', 'Executive', 'Director', 'Mid-Senior level', and 'Associate'. The 'Date Posted' filter includes 'Any Time', '1 day', '2-7 days', '8-14 days', and '15-30 days'. The 'Salary (USD)' filter includes 'All Salaries', '\$40,000', '\$60,000', and '\$80,000'. A 'Skype' button is located at the bottom right.

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Mistakes to Avoid

1. Mentioning that you are looking for a job.
2. Bombarding networking contacts with email.
3. Failing to have a photograph in your profile.
4. Using cute, sexy or cartoon images as a photograph. Have a professional take your photograph.

2-May-11

Doreen Stephens ^{1st}

Non-profit Management and Marketing Executive

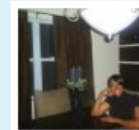
Greater New York City Area | Non-Profit Organization Management

Current	• Consultant at Nonprofit Sector
Past	• Vice-President, Programming and Marketing at The LEAGUE • VP, Strategy and New Product Development at Kraft Foods
Education	• Columbia University - Columbia Business School • University of Pennsylvania
Recommendations	1 person has recommended Doreen
Connections	96 connections

Tonya Horn ^{2nd}

Regional Manager at University of Maryland University College Asia

Japan | Higher Education



Mayur Ratwani ^{1st}

Business Development/SEO Lead at Attune Infocom

Ahmedabad Area, India | Information Technology and Services



Mayur Ratwani Every business owner need an Expert who can get Targeted Visitors on their website.. Aren't you? I believe YES..... <http://fb.me/z2glKyDC> via Twitter

Evrrv business... I Facebook facebook.com

CB Bowman, MBA ^{Edit}

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Greater New York City Area | Professional Training & Coaching



[Edit](#)

CB Bowman, MBA POSTED BY: EXECUTIVE LEADERSHIP, LLC
www.exec-leadershipllc.com The specialist in - Executive Development &a...
<http://wp.me/p1iPw3-3X> via Twitter

2 hours ago • Like • Comment • See all activity • Post an update

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Mistakes to avoid

(continued)

5. Linking to people who do not have a professional presence/image throughout the internet, including Facebook, Twitter, and MySpace.
6. Sending “canned” invitations.
8. Not having an exciting and memorable “tag” line.



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Manage Your Expectations

1. Don't expect "magic" to happen - **you have to work at it.**
2. Use the marketing **Rule of 5:** A buyer has to see a product 5 times, using 5 different methods in order to bring your product from the unconscious to the conscious memory.

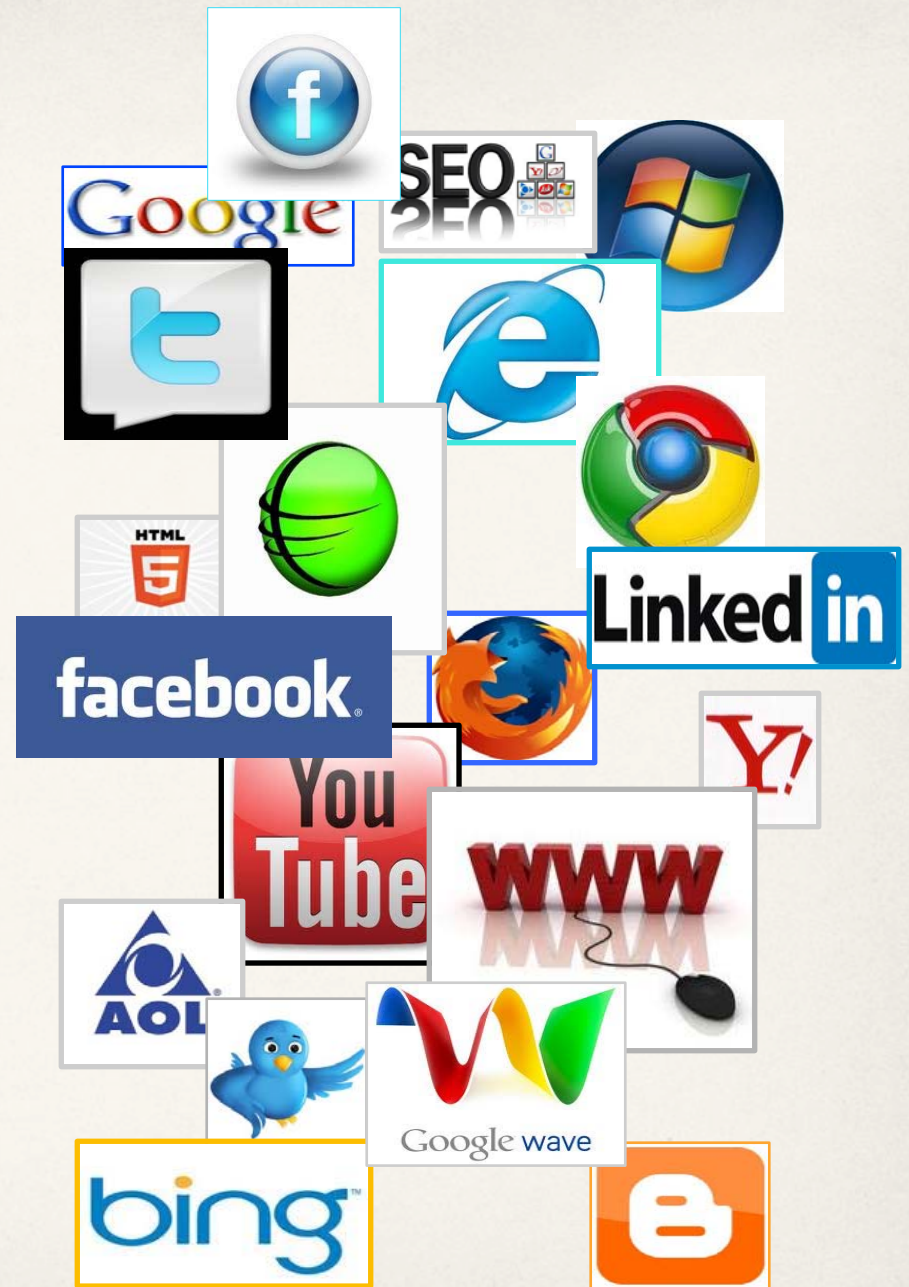


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The Power of 5 + 2 = 7 Ways To Use Technology

1. LinkedIn
2. Facebook
3. Twitter
4. Website
5. Blog
6. RSS Feed
7. SEO \$\$\$\$



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Protecting Your Brand

1. Google Analytics (GA)

GA can track visitors from all [referrers](#), including [search engines](#), display advertising, [pay-per-click](#) networks, [e-mail marketing](#) and digital collateral such as links within [PDF](#) documents.

2. Copyright

A set of [exclusive rights](#) granted to the author or creator of an original work, including the right to copy, distribute and adapt the work.

3a. Trademark

A trademark is typically a name, word, phrase, [logo](#), [symbol](#), design, image, or a combination of these elements



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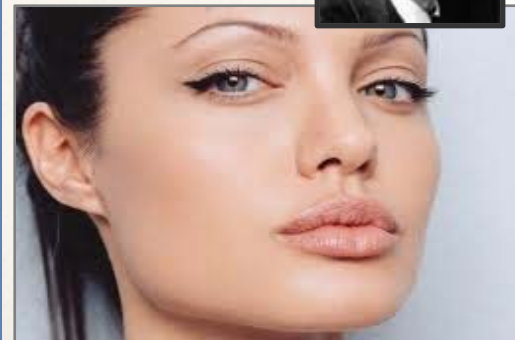
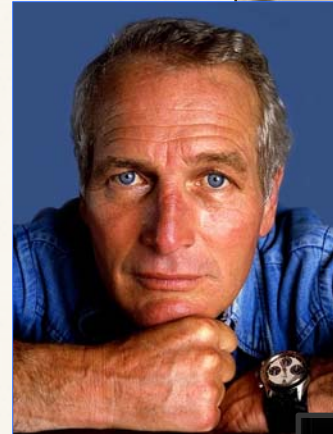
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Protecting Your Brand

(continued)

3b. Trademark

The term *trademark* is also used informally to refer to any distinguishing attribute by which an individual is readily identified.



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“The road to success is always under construction.”

..... Lily Tomlin

“Construct your success.”

.....CB Bowman



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Executive Career Change & Executive Coaching

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