

Marketing Message

Imagine you're a product going into the marketplace: Why should a company "buy" you? What makes you unique? Your marketing message is a precise and convincing message that is you in a power-packed nutshell.

Example: ***"I am looking for a position as a customer service representative. I have over three years of customer service experience working at 7-11. My goal was to provide outstanding service by greeting each customer with a big smile, listening with my full attention and thanking each customer by name. I was proud to receive the outstanding employee of the month twice while working at 7-11."***

Step 1: Define your job goal — the title or type of position you are seeking:

Step 2: Identify skills, qualities and accomplishments you have to offer:

Step 3: Highlight the greatest strength you offer an employer:

Step 4: Remember to ask questions after sharing your marketing message to gain information, referrals and leads.

For example: Do you know of a company that would be interested in talking to me? Do you know of someone I can speak with who would be interested in my skills?

Write a paragraph using the information from Steps 1–3.

Read through each sentence and add relevant detail. Edit your message and say it out loud until you can deliver it smoothly and comfortably.