

# Networking 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:**

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

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

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**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.**

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