

THE MARKETING PLAN

BENNY RECINE



DEFINITION

- **A PERSONAL MARKETING PLAN IS A ONE (1) PAGE DOCUMENT THAT YOU CAN SHARE WITH OTHERS TO HELP THEM HELP YOU IN YOUR PURSUIT OF YOUR NEXT POSITION, JOB OR PROFESSIONAL MOVE.**

WHY DO I NEED A PERSONAL MARKETING PLAN?

- **TO HELP OTHERS UNDERSTAND WHAT IT IS THAT YOU DO**
- **TO HELP OTHERS UNDERSTAND WHAT YOU ARE LOOKING FOR**
- **TO HELP YOU BE SPECIFIC IN WHAT YOU ARE LOOKING FOR AND HOW TO COMMUNICATE WHAT VALUE YOU BRING TO YOUR ORGANIZATION**
- **TO ANSWER THE QUESTION – “HOW CAN I HELP YOU?”**

WHY DO I NEED A PERSONAL MARKETING PLAN?

- **STARTS THE CONVERSATION OF WHAT YOU WANT TO DO**
 - **NEW POSITION OR CAREER CHANGE**
 - **GIVES THE OTHER PERSON KNOWLEDGE SO THAT CAN HELP YOU**
- **GIVES THE OTHER PERSON THE AMMUNITION TO HELP YOU**
- **THERE IS NO GUESS WORK FROM EITHER OF YOU**

WHAT IS IN A PERSONAL MARKETING PLAN?

- **PROFESSIONAL OBJECTIVE- ONE PARAGRAPH (OR LESS)**
- **POSITION AND PROFESSIONAL STATEMENT OR SUMMARY OF QUALIFICATIONS (DEFINITION OF YOUR POSITION)**
- **ROLES YOU ARE TARGETING (FUNCTIONS)**
 - **IF THERE IS MORE THAN ONE, EXPLAIN WHY**
- **FUNCTIONS OF THE CAREER YOU ARE AFTER**
 - **AGAIN, IF THERE IS MORE THAN ONE, EXPLAIN WHY**
- **COMPETENCIES (WHAT YOU HAVE DONE)**

WHAT IS IN A PERSONAL MARKETING PLAN?

- **TARGET MARKET (IMPORTANT)**
 - **INCLUDE GEO**
 - **TARGET ORGANIZATIONS**
 - **COMPANY SIZE**
 - **CULTURE**
- **TARGET COMPANIES – MOST IMPORTANT**
 - **INCLUDE SPECIFIC POSITIONS**
- **THIS IS NOT A RESUME – SO ACCOMPLISHMENTS SHOULD BE VERBALLY COMMUNICATED**
 - **THIS CAN LEAD TO A REQUEST FOR YOUR RESUME WHICH SHOULD HAVE ACCOMPLISHMENTS**

SUMMARY

- **START A ONE (1) PAGE PLAN**
- **YOU NEED TO HELP OTHERS HELP YOU**
- **PUT ALL THE PERTINENT INFORMATION RELATED TO YOUR PROFESSIONAL CAREER ON IT (BE BRIEF)**
- **START THE CONVERSATION**