



Personal Positioning

Marketing Yourself in a Brand-Oriented World

WWU Student Marketing Association

May 2020





We are CEOs of our own companies: Me Inc.

To be in business today, our most important job is to be head marketer for the brand called You.

Tom Peters





A branding program should be designed to differentiate your cow from all the other cattle on the range.

Even if all the cattle look pretty much alike.

Al Ries



Too little
trust

+

Too much
information

=



Competence + Character
Trust



AL RIES and JACK TROUT

THE MARKETING CLASSIC

over
1/2 million
copies
in print

POSITIONING

how to be seen
and heard in
the overcrowded
marketplace

THE BATTLE FOR YOUR MIND

Positioning

The basic approach of positioning is not to create something new and different, but to manipulate what's already up there in the mind, to retie the connections that already exist.



Positioning an organization, product or service

The 4 C's

- Category
- Competition
- Customer
- Company

Positioning

- Who you are
- Who you are for
- How you are different
- Why that matters



The 5 P's of Personal Positioning

1. Price

(what you cost)

2. Product

(that's you)

3. Projects

(what you do)

4. Promotion

(self-promotion)

5. Position

(how you are unique)



Questions to answer

The Category:

What's hot in your category, what's everyone talking about? The most sought-after positions? What's growing? What's dying?

The Competition:

Who are the leaders in the field? What have they done to get there? The writers, speakers, bloggers, etc? What are they talking about?

The Customer:

Who is your employer or client? What are they looking for? How can you serve them better? How can you stand out?

Your Company:

Do a full contact point evaluation of your brand. Are you unique? Do you stand out? What makes you different/better than other options?



Positioning

Who you are and who you are for

Beth Jones is a recent college graduate with a degree in marketing looking for opportunities in the alternative energy sector.

How you are different

Unlike many, Beth is both a right-brain and left-brain thinker that loves statistics but appreciates thoughtful design. She creates beautiful proposals chock-full of statistically and visually compelling evidence.

Why that matters

So, she can help her company offer powerfully persuasive proposals that get results.



Personal positioning



Personal Positioning Worksheet

List as many words as you possibly can that describe you (personal and professional)

What sets you apart from others in your position?

What are you particularly proud of?

What do you do that adds value?



LinkedIn

10%

of jobs are filled using job networking sites (most notably, LinkedIn)

91%

of recruiters filled a position using social media in 2018.

89%

of recruiters have filled a position using LinkedIn at some point in time

97%

of all HR and staffing professionals use LinkedIn in their recruiting efforts



**What is the common
denominator for success?**

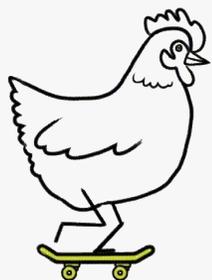


**Successful people do what
unsuccessful people won't.**



Very nice. You're doing great.





Patrick Byers

patrick@outmark.com

425.372.7707

www.outsourcemarketing.com

