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ONLINE COURSE

# Get the job you love

MODULE 2.  
Marketing brand YOU



# Marketing brand “You”

Why would it be important to market yourself?

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What are you marketing?

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Who are you marketing to?

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**These days, most hirers will google you. So make sure your online presences is professional and positive.**  
*(Check the boxes below that apply to you)*

- Do you have a LinkedIn profile?
- Do you have a professional social media profile such as Facebook or Instagram?
- Do you or would you like to start a blog or podcast?

**Choose one platform you can start working on now**  
*(Skip this step if you already have an established presence)*

- Instagram
- Facebook
- LinkedIn
- Blog
- Podcast
- Website

# Creating brand “You”

What are your unique strengths, experiences, qualifications and accomplishments?

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How are you unique/different from others?

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How can you add value to your potential employer?

*Value I bring:*

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*How this is valuable:*

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Create your elevator speech

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