*presented by Maree Ferguson and Rhiannon Barnes*

**Get the job you love | MODULE 2. Marketing brand YOU p1**



ONLINE COURSE

Get the job you love

**MODULE 2.**

**Marketing brand YOU**

# Marketing brand “You”

Why would it be important to market yourself?

What are you marketing?

Who are you marketing to?

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?

How are you unique/different from others?

How can you add value to your potential employer?

*Value I bring:*

*How this is valuable:*

Create your elevator speech