

Linda Popky's Ten Ways to Effectively Market Your Career

1. **Take Control:** Being good at what you do isn't enough to get you noticed and promoted. Be responsible for your own career development.
2. **Position Yourself:** Be proactive. Don't rely on others to create a position for you.
3. **Know Your Market:** Understand what makes the hiring manager tick, what their needs are, where they're hurting, how you can help.
4. **Understand Your Key Differentiators:** Who are you competing with? What is it about Product You that makes you unique?
5. **It's Not About You:** It's about Them—your customers. Think in terms of how you can help your target employer.
6. **Upgrade Yourself:** Understand what you already do well today and where you need to improve. Then follow through.
7. **Leverage What You've Already Got:** Find ways to build expertise, gain experience and build capability within your existing organization.
8. **Look Outside The Box:** Use your personal and professional networks, volunteer and community activities to find new and interesting opportunities outside the normal channels.
9. **Execute Well:** Stay focused on your target audience. Clearly articulate the value you provide in a professional manner.
10. **Remind 'em You're Here:** Follow-up in a timely manner. Find a way to be helpful and provide value.

Bonus#11: Be Wary of the Web: Your online presence strongly influences how the professional world sees you. Poster, beware.