



In 2018, a brand cannot succeed without both proper and effective marketing. That being said, it should come as no surprise that you need a personal marketing plan for the most valuable product of all, yourself!

But what is a personal marketing plan and what does it consist of?

A personal marketing plan helps to bring focus and direction to either your job search or your current career path. A lot of the benefits a personal marketing plan provides actually come through just creating it! By outlining exactly who you are and why you stand out above the rest, you'll come away with a better understanding of yourself as a brand, and how to put your best foot forward when making career-life decisions.

Jeff Bezos, CEO of Amazon, defined the term personal brand by saying that “your personal brand is what people say about you when you’re not in the room”. Personal branding is how you influence and curate the opinions of those people.

Your personal brand is everything that shapes how people view you, including your friends, colleagues, professors, and future employers. If you wore a snazzy three-piece suit to a job interview, then that would have been a positive impact on your brand. Conversely, if you were always 15 minutes late to interviews, then your brand would suffer.

What is personal marketing?

Perhaps when you think of marketing, you associate it with the marketing of a product or company. In the case of personal marketing, that it's all about you.

Like [marketing in business](#), **personal marketing** includes the offerings, the price, the place and the promotion of yourself. It's actually a practice that's overlooked quite often, but shouldn't be. Remember the concept of **value proposition** in your entrepreneurship project? Your personal marketing plan is similar to your value proposition, and the brand you build around yourself is perhaps the single most important way you can stand out from the crowd.

Value and Skills

When presenting your value and skills, you always want to bring attention to the positive features. In this case, what you offer needs to be as polished as possible.

Include your strengths and skills as an employee, or even as a student in your personal marketing plan. Point to specific examples that give evidence of how you have used your skills in the past. Show as much evidence of your success as possible. You also need to be consistent when presenting yourself.

Price

The next component of personal marketing is the price. You can't promote yourself without thinking about the cost of what you're promoting. Think deeply about the factors such as education, skills and experience that determine the price of your service. People need to know exactly what you're worth, and why. In your personal marketing plan, you will want to include a section addressing fees or wages and list how they reflect you as a brand. For example, if you're a freelance photographer presenting a personal marketing plan, you absolutely want a portion of that plan dedicated to your price.

Place

This is a commonly overlooked element piece of the puzzle that can save time and win you more opportunities. Where are you providing your services? Are you available to work in different locations or do you need to stick to one region? Specify this in your plan - like anything else, consumers (employers) need to know the location of the services you provide or where you can work.

Promotion

This part can be fun for some, and difficult for others. Effective personal marketing involves a great deal of actual promotion of yourself. In your daily life, you need to be skilled at promoting yourself, whether that be through an impromptu conversation or in a meeting with your teacher. The best way to become skilled at this is simply with a lot of practice. Similarly to developing interview skills, be prepared to promote your strengths and skills as well as be transparent when it comes to your weaknesses. It makes you more human as well as shows that you are self aware and working on improvement.

To help with promotion, you should begin to look at all social situations as a potential opportunity. As you have already learned, be aware that effective personal marketing often comes from natural connections and networking. Your LinkedIn profile will also strengthen your personal brand!

Essentially, building your personal brand forces you to think about what you want out of life—and that's incredibly valuable for your future. Whatever the focus of your personal brand is, taking the time to develop a brand will benefit you in the long run. Students who have strong personal brands are more likely to launch themselves into a successful career, and improving your personal branding is similar to preparing for a job interview months in advance.

Adapted from: <https://brandyourself.com/blog/career/job-search-career/personal-marketing-plan/> (Links to an external site.)Links to an external site. and <https://medium.com/the-mission/how-students-can-build-their-personal-brand-while-in-university-50303e21c1e0> (Links to an external site.)Links to an external site.