

THE OFFERING ASSIGNMENT

The next step in developing your personal marketing plan is to provide a concise description of the product you are offering the company, graduate school or new business venture you seek. In the first two cases, the product offering is you! For the latter, you will need to think through both the physical product or service you are bringing to market and how your personal brand can interact with the commercialized product. Think through the SWOT analysis you completed earlier and develop a two-paragraph personal product offering. Your offering should make your potential employer say, “that’s different” or “wow” or “I sure don’t want you to get a job at our competitor”.

Your description should focus on the specific value you would bring to the firm graduate school or marketplace. Think of the description as your elevator pitch, or 30- to 60-second description of the value you would bring to an organization. Formalizing this in your personal marketing plan will also help you identify specific jobs that match the skill sets that you offer. Your pitch might include answers to the following questions:

- What makes you different from other potential applicants or employees?
- Why is the company or graduate school better with you than without you?
- How do your skills and background fit into what the organization wants to do?

Your Task: Write a two-paragraph product description of yourself that you can read or present in less than 60 seconds. The description should highlight your value to a potential organization, graduate school, or industry. You only have a limited amount of time, so choose your words carefully to ensure they create the maximum impact.