

CareerGrowth Group



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Dear Successful Career Professionals

The rules for marketing a small business include many important ideas for marketing yourself throughout your career. Just as I recommend to my entrepreneurial clients that they should spend a good deal of time marketing their businesses, it is the same for anyone who wants to build a successful career over the years. Let's look at the classical lessons from Marketing 101:

1. **Advertise Your Brand.** Get out there and promote yourself in your firm or in your industry. Be sure to get noticed by offering to do extra assignments to show others just how good you are.
2. **Create a Better Marketing Plan.** Sit down once a week and work out strategies on what you do best, what you don't do so well and how you could perform better. Have brainstorming sessions with other professionals who you most admire and respect. Generate feedback.
3. **Communicate in a Positive Way.** You want everyone to like you – people who are more senior, people who are more junior and your peers as well.
4. **Face your Marketing Challenge Every Day.** Ask yourself every day – what can I do today to market myself for the future.
5. **Network with others to promote a “buzz” about you.** Your reputation can be built by word of mouth. Networking with others in your industry is a great way to build your reputation.
6. **Promote by Packaging.** Practice by “walking the walk” and “talking the talk”. Wear the same attire that the leading executives in your firm and in your industry wear. I recently met Andrea Jung, the CEO of Avon in the ladies room at the Princeton Club. When I mentioned it to a colleague, she asked : “Did she have her pearls on?” So wear pearls if the women in your firm/industry wear them. Likewise, for men, if you work on Wall Street wear a blue shirt (light or dark) depending on your age or a suit if that is the dress code.
7. **Test and Measure your Results.** Find out from your reviews and your internal network of contacts what you are doing that works to build success. Keep doing what is working and eliminate behaviors that don't.

Doing this alone can be a challenge – it is difficult to provide an adequate feedback loop back to yourself. Having a partner to help you can make the difference in being successful. **Here at CareerGrowth Group, we help you focus on getting meaningful feedback.** Give me a call to discuss your marketing ideas.

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About Beverly R. Daniel: Beverly Daniel is a career counselor / coach, who helps career professionals move successfully from one level of their careers to another. This can include assessments and evaluations about career choices, strategic planning for career moves, navigating in corporate structures, or moving from corporate to self-employment, or entrepreneurship. She works with lawyers, banking executives, marketing professionals, among others in all functions and industries. Beverly has been in the executive search and career-counseling field for 29 years. She holds a BS and MS in Psychological Counseling from Boston University. She holds an MBA in Management from New York University. Beverly studied for a Ph.D. in Clinical Psychology at Case Western Reserve University.