PERFECT YOUR PITCH

Develop a personal brand statement.
- Identify your target market.
- Choose your brand attributes.
- Select strengths to highlight.
- Convey what makes you different.
- Example: "Passionate communicator working tirelessly to make complex topics and technologies easy to understand, exciting, and relevant to global consumers."
- Add your statement to your LinkedIn profile.

Network using the Elevator Pitch Essentials.¹
- Be brief (30-60 seconds) and clear.
- Tailor your pitch to your audience.
- Emphasize your benefits.
- Invite a continued conversation.

BUILD YOUR NETWORK

Know and leverage your community and network.²
1. Team, family, friends
2. Peers
3. Management, customers, business partners
4. External associations
5. World at large

Be effective when networking.
- Be intentional but curious.
- Deliver a good elevator pitch.
- Be yourself.
- Follow up! Keep the conversation going.

Optimize your LinkedIn profile picture.³
- Use tools like Photofeeler.
- Smile.
- Strike a power pose.
- Consider wearing a jacket.
- Have your picture taken in an area with flattering lighting and a professional background.

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Keep Your Brand Fresh

Invest in your renewal plan. Answer these questions:

1. I am known for [2-4 things]. By this time next year, I will be known for [1-2 more things].
2. My current project is challenging me in the following [1-3 ways].
3. New things I’ve learned in the last 90 days include [1-3 items].
4. Important additions to my network in the last 90 days include [2-4 names].
6. My principal resume enhancement activity for the next 90 days is [1 item].
7. My resume / CV is discernibly different from last year on this date in the following [1-2 ways].

Sources
1. Entrepreneur, 2015
2. William Arruda, Kirsten Dixson, Career Distinction
3. Photofeeler Blog, 2014
4. Tom Peters: The Brand You 50
5. Icons: Canva

Negotiate Your Salary

Step 1
- Research the common salary range of the position.
- Understand that salaries differ by location.
- Be able to articulate your unique value.

Step 2
- Understand there is more to a job than its salary.
- Make a checklist of all possible benefits of the job and rank them.

Step 3
- Develop your own negotiation style.
- Adopt a communal approach to negotiation.

Step 4
- Fully commit to trying to negotiate.
- Know your limits. Know your alternatives if your negotiation fails.

Step 5
- Practice negotiation every chance you can.
- Practice salary scenarios with friends, family, and faculty.

How do you counteroffer?
- Express appreciation and enthusiasm.
- Be reasonable and make a good argument.
- Put all of your demands on the table now.
- Be open to benefits beyond salary.