



Three Commandments of Self-Marketing

You are looking for a new job. Maybe you are unhappy in your current job, or perhaps you were laid off. What's the first thing you should do? Start sending out resumes, right? Wrong!

If you were not happy in your last job, now is the time to stop and ask yourself why. Were you (or are you) one of the many individuals I refer to as “wrongfully employed”? In other words, are you unsatisfied because you are not working at your full potential? Maybe you are simply in the wrong job for your skills and abilities.

If so, you will benefit from following the Three Commandments of Self-Marketing:

1. **Know Thy Self:** What are your strengths, skills, and special talents? Does your current job utilize these abilities? Is the majority of your time spent doing things that you are good at, but hate? Stop putting those things on your resume.
2. **Know Thy Market:** What companies and positions require your strengths, skills and talents? Conduct the research necessary to find out. Read about industries, companies, and positions that have a future and that you love. This is your market.
3. **Market Thy Self:** What is the overlap between the skills you love to use and the skills that employers are hiring for today? That is your target market. Rewrite your resume to speak directly and persuasively to that market. Direct your networking, job search and interviewing solely to that market.

Following this three-step process brings profound change and increased satisfaction. Like any change, however, it can be challenging. If you are struggling with defining your skills, understanding your market, or marketing yourself, seek help. A capable career coach can help you with honest self-assessment, market intelligence, resume development and interviewing skills. Happy job hunting!

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