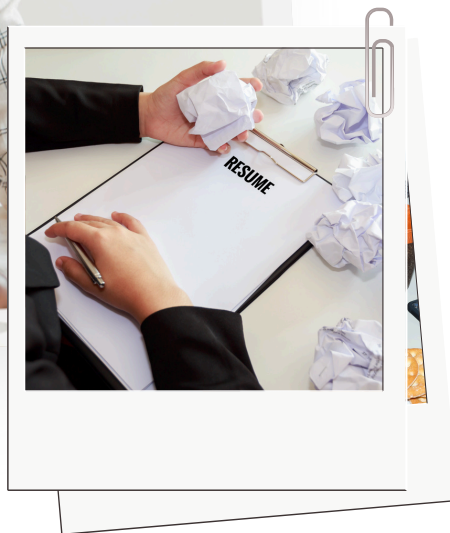


The Marketing of Me



SESSION 2:

Discover and articulate what makes you the best choice for your ideal employer or customer





Identifying Your Unique Value

What do people consistently come to you for help with?

What compliments do you hear most often about your work?

What problem do you love solving more than anything?

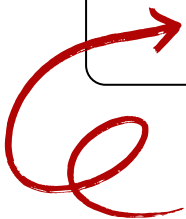
List 3 key skills, 3 experiences, and 3 ways you uniquely apply them.

Skills

Experiences

List 3 key skills, 3 experiences, and 3 ways you uniquely apply them.

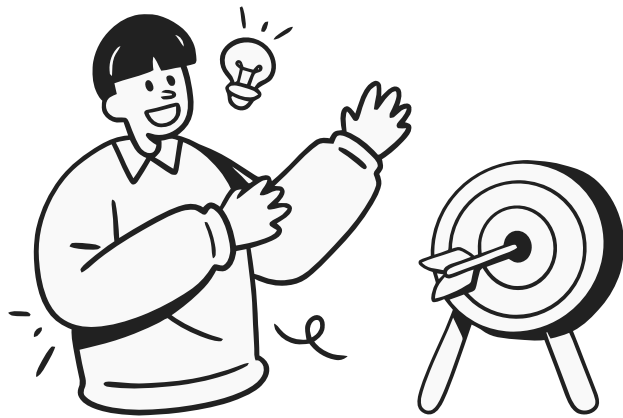
3 Ways You Uniquely apply them.





The 3-Word Test

Ask 3-5 people (colleagues, clients, mentors) to describe you in three words.
Look for themes—these are clues to your differentiators.



Draft Your Unique Value Proposition

A large, empty rectangular box with rounded corners, intended for drafting a Unique Value Proposition. A red pushpin is pinned to the top-left corner of the box. A large, thick red arrow curves from the right side of the box, pointing downwards towards the reminder text.

REMEMBER: A Unique Value Proposition is a clear, concise statement that explains what makes you unique and why your audience should choose you.

Your UVP = the what and how that makes you the best choice.





Crafting Your Personal Brand Statement

What problems do my ideal employer or customers struggle with?

How does my expertise solve those problems?

How can I position myself as their best choice?



Creating Your Personal Brand Story

FORMULA =
"I help [WHO]
achieve [RESULT]
by [HOW]."

A large, rounded rectangular box with a thin black border, intended for writing a personal brand story formula. It contains three sets of horizontal lines for text entry. The first set is preceded by the text "I help", the second by "achieve", and the third by "by". A red dot with two arrows points to the first line. A large red curved arrow on the right side points downwards. A red squiggly arrow at the bottom left points towards the box.



Developing Your Elevator Pitch

What's your Hook (Grab Attention)
Start with a relatable problem or an intriguing fact.

01

Who You Are & What You Do
Summarize your expertise in one clear sentence.

02

How You Add Unique Value
Explain how you solve the problem differently.

03

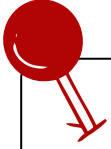
Call to Action (CTA)

Engage the listener with a next step (question or invitation).

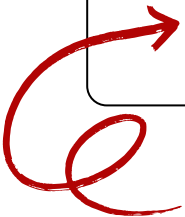
04



Your Elevator Pitch



A large, empty rectangular box with rounded corners, intended for writing the elevator pitch.



Notes:

