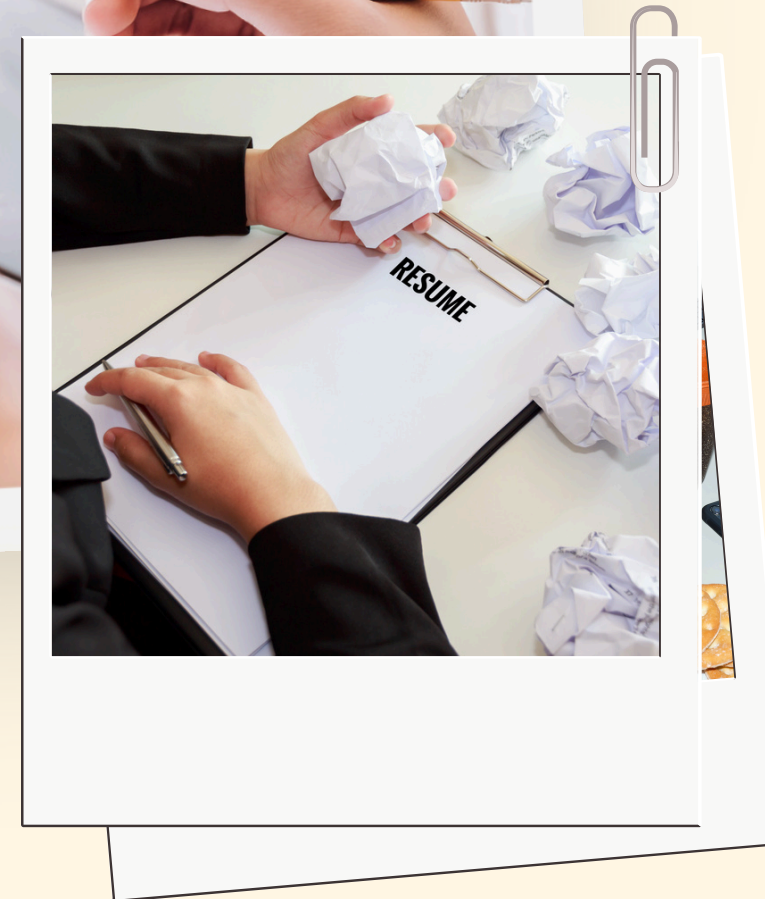


The Marketing of Me



Build a toolkit that markets your value effectively.



Resume & LinkedIn: More than documents—they're your marketing brochures



Your promo materials should align with your brand, not just list what you've done but showcase why you're the best choice.

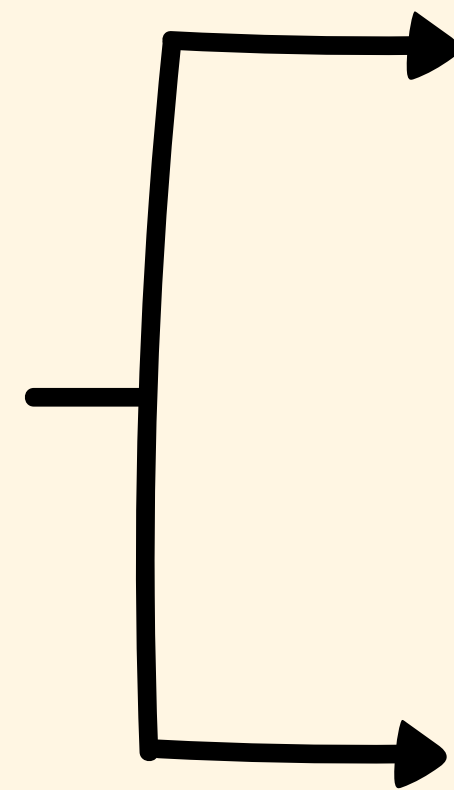
Resume – Your Professional Snapshot

Key Elements of a Compelling Resume:

- **Headline:** Clear, compelling, aligned with your UVP
- **Summary:** Highlights strengths and achievements
- **Experience:** Focus on impact and results (use metrics)
- **Skills & Keywords:** Match your target audience's needs
- **Design & Formatting:** Clean, modern, easy to scan



Here's an
example of how
a resume
headline can
be revised
using a Unique
Value
Proposition
(UVP).

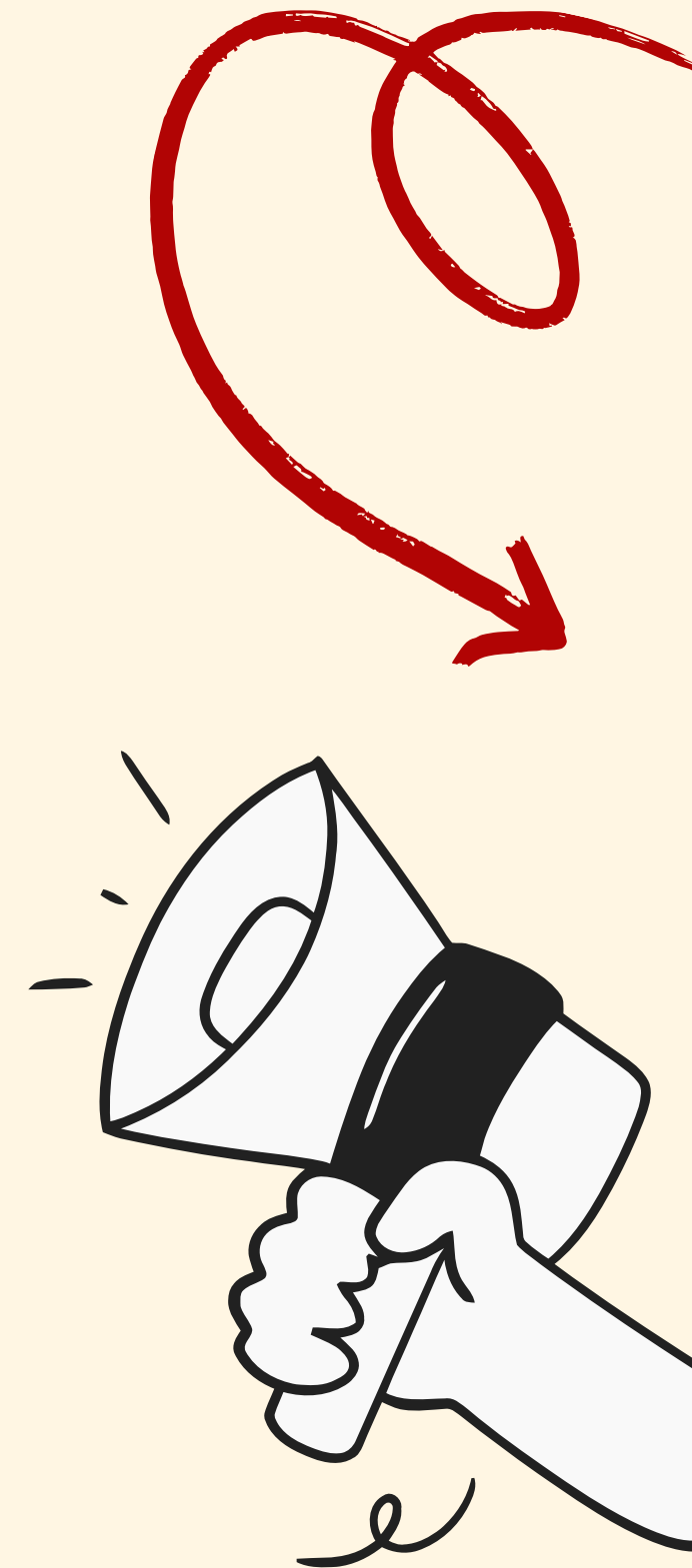


BEFORE:


Marketing Manager with 10+ Years of
Experience

AFTER:

Data-Driven Marketing Strategist |
Turning Engagement into Revenue
Growth



Here's an example of how a resume summary can be revised using a Unique Value Proposition (UVP).



BEFORE:

Experienced marketing professional with a decade of experience in digital campaigns, social media management, and brand strategy. Proven track record of growing audience engagement and increasing lead generation. Skilled in SEO, content creation, and email marketing. Seeking an opportunity to drive marketing success for a dynamic organization.

AFTER:

I help brands cut through the noise by crafting data-backed marketing strategies that not only engage audiences but drive measurable business results. With a decade of experience in digital marketing, I specialize in optimizing campaigns through SEO, targeted content, and analytics-driven decision-making. My approach has led to a 35% increase in lead conversions and a 50% boost in social media engagement for previous clients. Passionate about connecting brands with their ideal audience and maximizing marketing ROI.

Key Improvements

- 01** Headline now reflects expertise and impact rather than just a job title.
- 02** Summary incorporates the UVP, showing the unique value the candidate provides.
- 03** Results-focused language (35% increase in leads, 50% boost in engagement) adds credibility.
- 04** More engaging and marketable, clearly targeting an ideal employer or client.



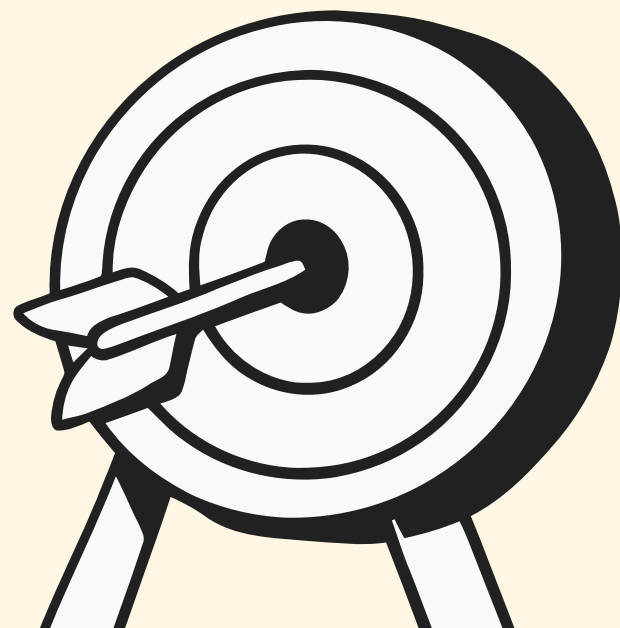
Why LinkedIn Matters



Online professional brand

Builds credibility

Helps recruiters and clients find you



Key Updates For LinkedIn:

Headline & About Section:
Reflects your Elevator Pitch

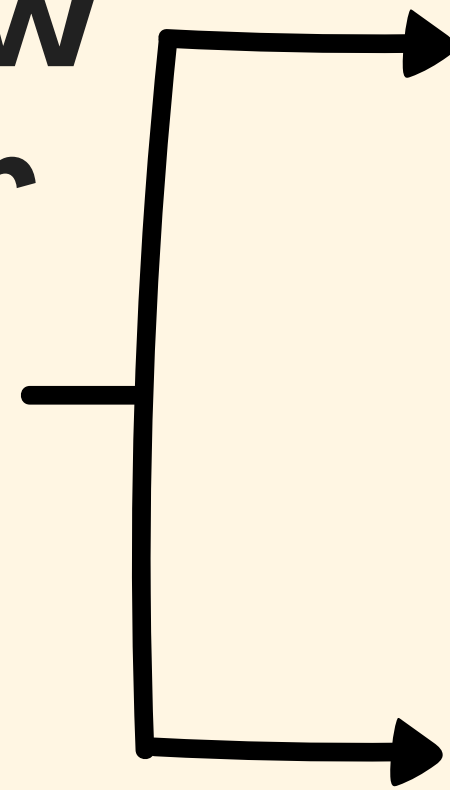


Experience & Skills:
Impact-driven descriptions



Content Strategy:
Engage through posts,
insights, and networking

Here's an
example of how
to update your
LinkedIn
Headline
(**Job Seeker**)



BEFORE:

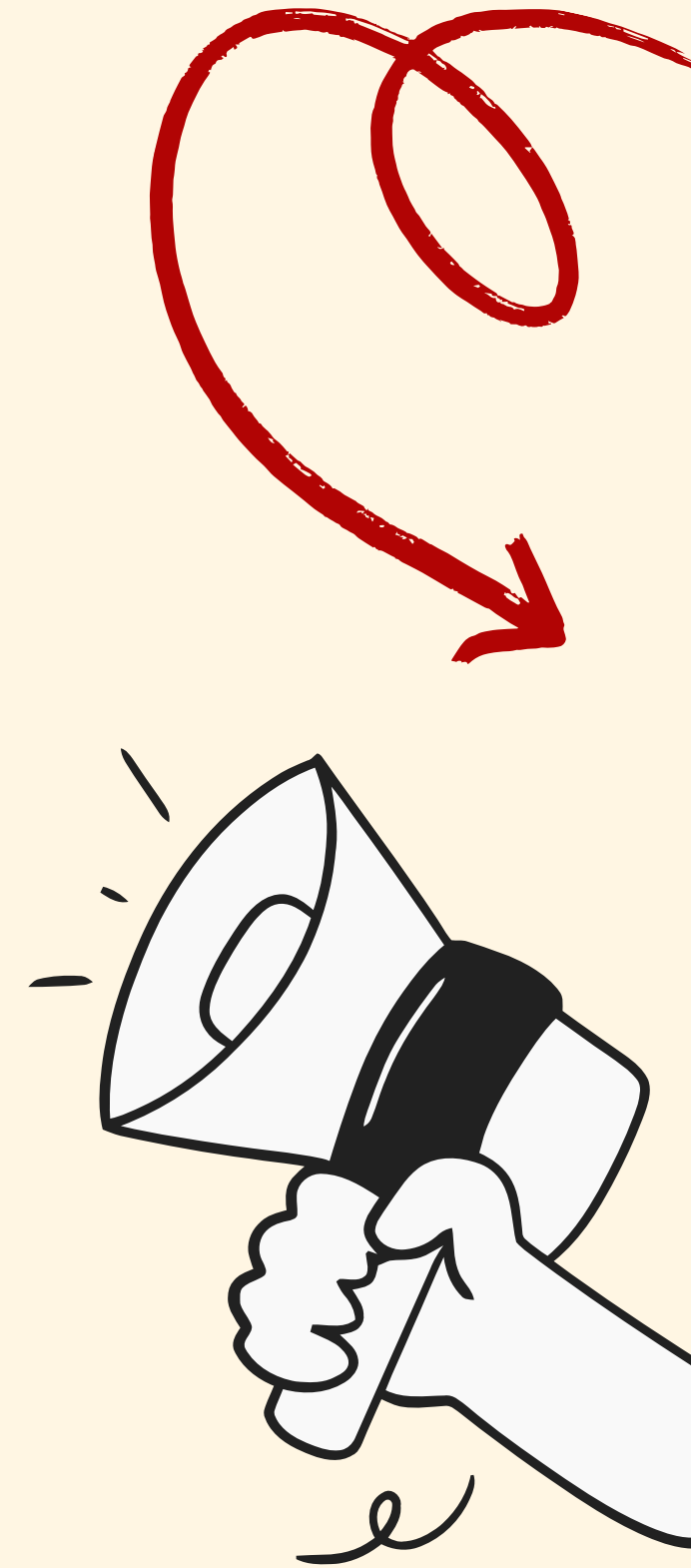
Marketing Manager | Digital
Advertising | Social Media | SEO

AFTER:

Driving Growth Through Digital
Advertising & SEO

OR

Maximizing Brand Visibility with SEO &
Performance Marketing

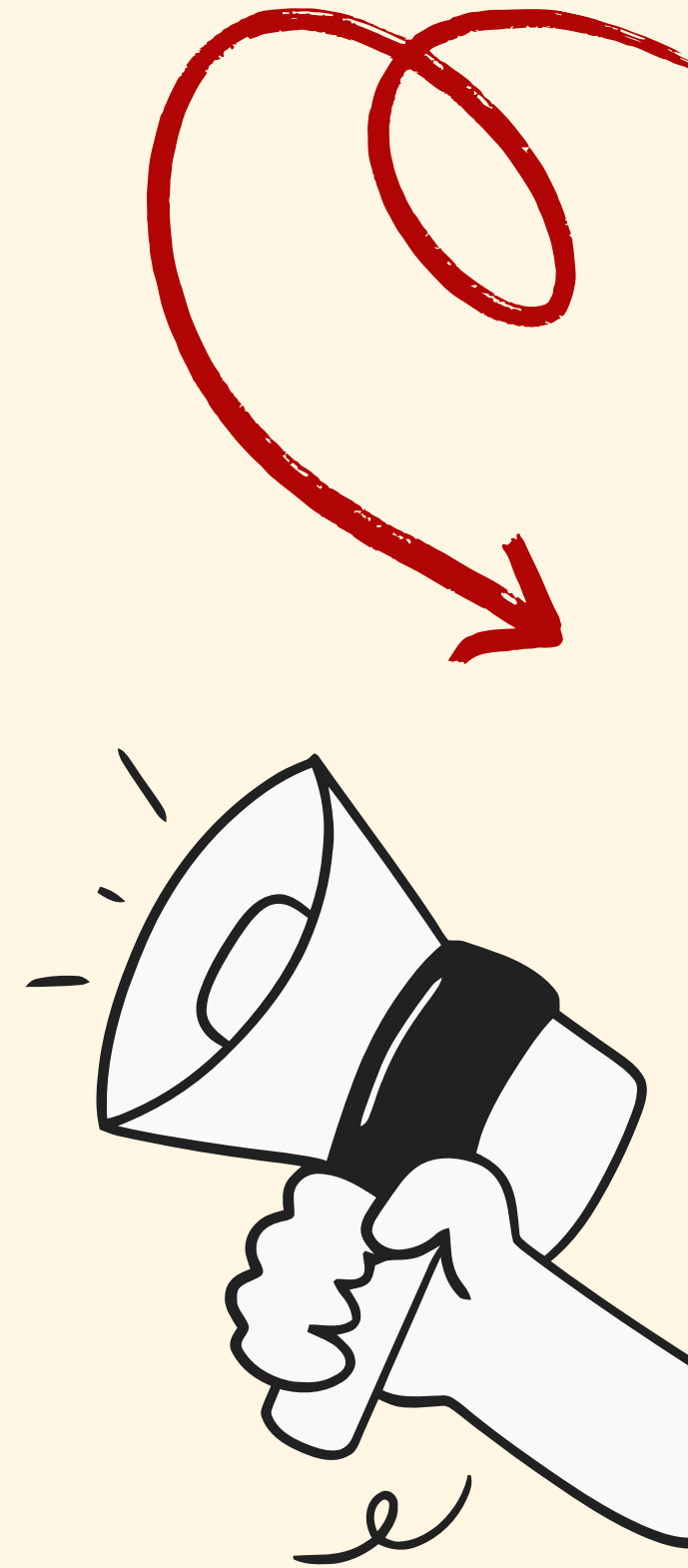


Tip for creating a LinkedIn Headline

Make it key-word rich

Use a clear, concise headline that includes your role, skills, or unique expertise.

Focus on communicating your impact



Here's an example of how to update your about section using your personal brand statement (Job Seeker)

BEFORE:

I am a marketing professional with over 10 years of experience in digital advertising, social media management, and content marketing. I have worked with companies to improve their online presence and increase brand awareness. Skilled in SEO, paid media, and email marketing. Passionate about helping businesses grow through innovative strategies.

AFTER:

The best marketing isn't just about getting noticed—it's about driving results. I help brands turn audience engagement into measurable revenue by combining data-driven strategies with compelling storytelling.

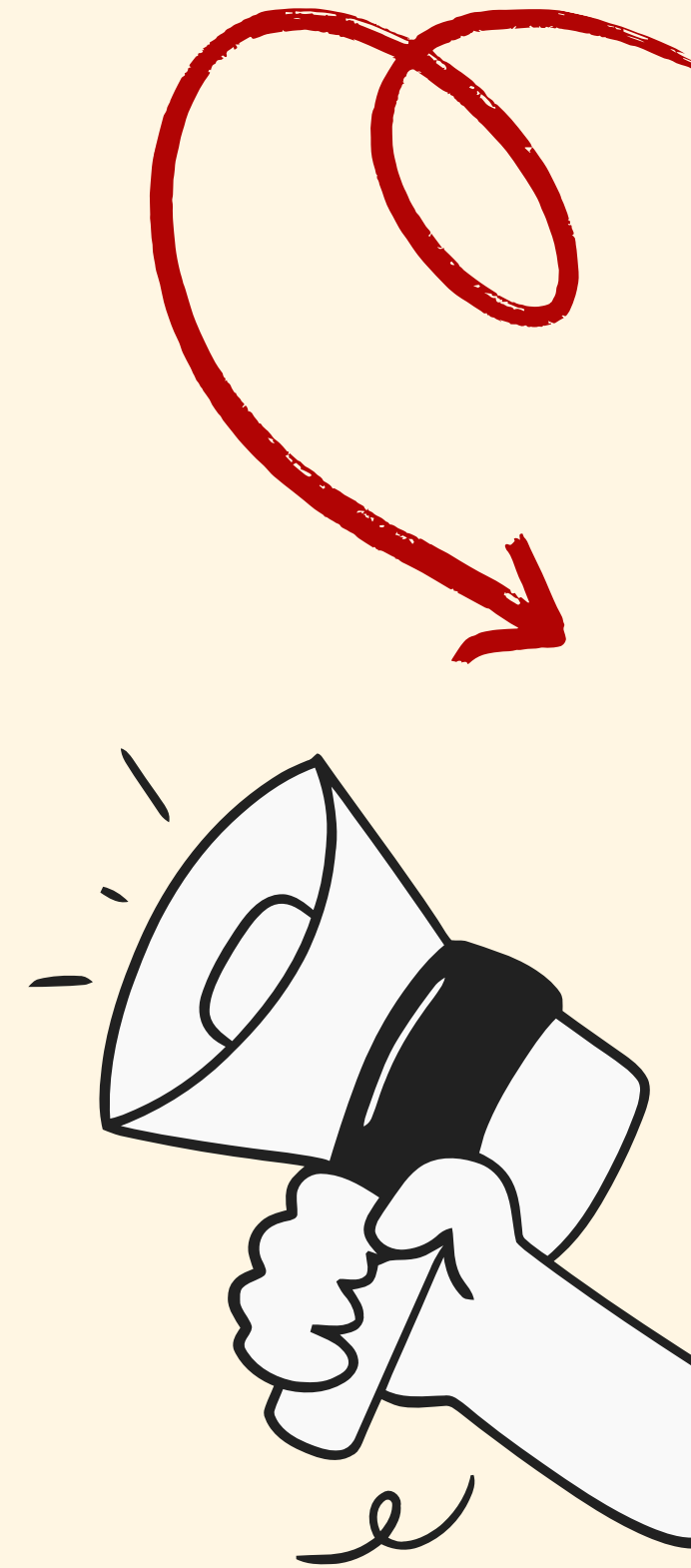
With 10+ years of experience in digital marketing, I've worked with startups and established businesses to develop SEO-optimized content, targeted advertising campaigns, and conversion-driven email strategies. My approach has increased lead generation by 35% and boosted brand engagement by 50%.

I believe marketing should be personal, impactful, and scalable. Let's connect if you're looking for innovative ways to grow your brand, engage your audience, and drive results.

Tip for creating a LinkedIn About Section



- Lead with your Why instead of just listing skills
- Tell your career story and highlight what makes you valuable.
- Share your experience, skills, and impact.
- Keep it engaging, results-focused, and client/employer-oriented.
- End with a call to action (e.g., "Let's connect!" or "Looking for opportunities in XYZ industry")





Other elements for job seekers to include on LinkedIn

- 01** Make your profile easy to find by customizing your LinkedIn URL (e.g., [linkedin.com/in/yourname](https://www.linkedin.com/in/yourname)).
- 02** A clear, high-quality headshot (friendly, professional, and well-lit)
- 03** A custom banner that reflects your industry, expertise, or personal brand.
- 04** A Featured Section that showcases your key work samples, media, or achievements, including case studies, work samples, a link to your portfolio, personal website or blog, a video resume or interview snippet.



Other elements for job seekers to include on LinkedIn (cont.)

- 05 Detailed Experience Section** - using bullet points, action verbs and measurable results.
- 06 Skills and Endorsements** - highlight the top 3 skills that are most relevant to your job search and get endorsements from colleagues, clients or managers.
- 07 Recommendations** - Ask former managers, colleagues or clients for recommendations that validate your expertise.
- 08 Turn On "Open To Work"** and define your job titles, locations and remote work preferences.



Other elements for job seekers to include on LinkedIn (cont.)

09 Engagement and Activity - stay active on LinkedIn by:

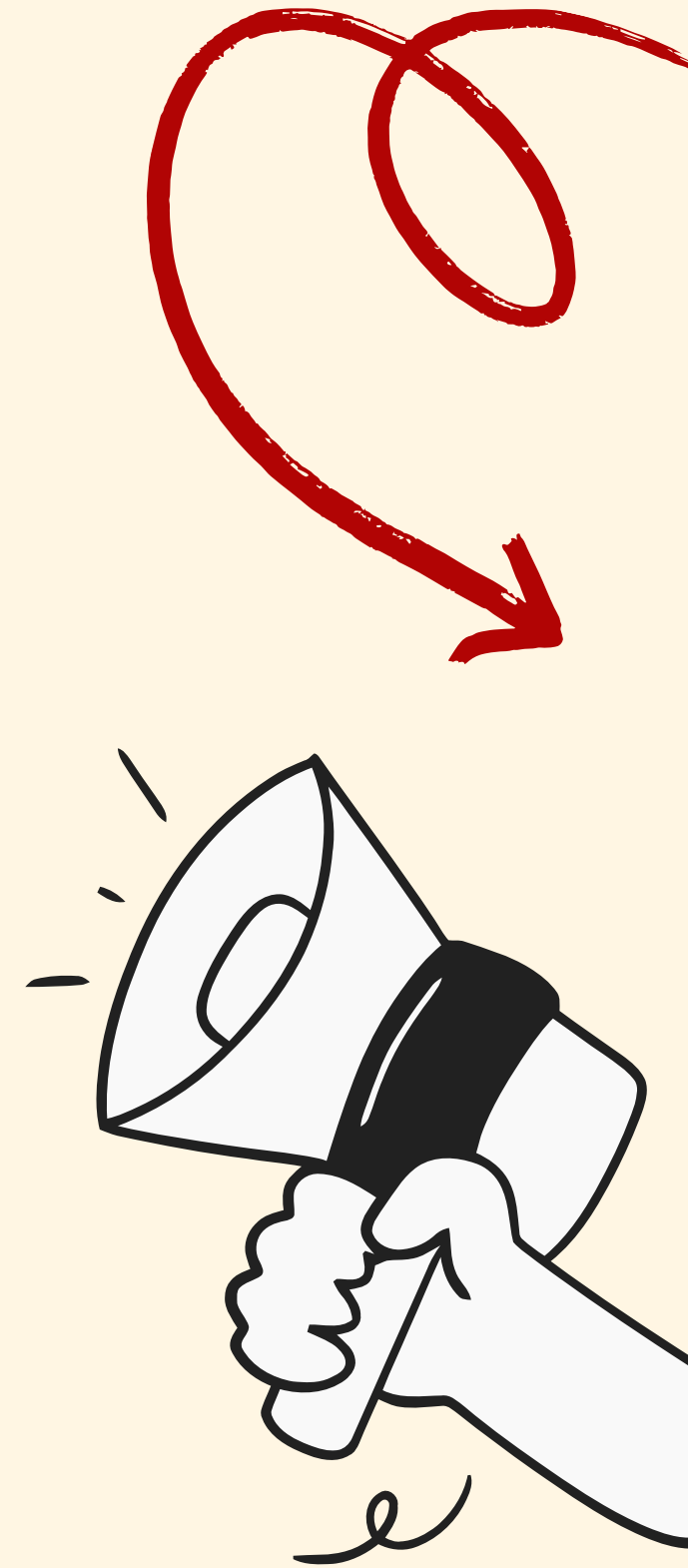
- Commenting on industry posts
- Sharing insights, articles and achievements
- Connecting with recruiters, industry leaders and hiring managers
- Post Examples:
 - Case Study: How I Increased Web Traffic by 30% in 3 Months
 - Why I Love Marketing
 - Latest Trends In Marketing
 - What You've Learned Recently

Tip for creating a winning LinkedIn Profile



Make Your Profile a Magnet for Opportunities!

Every section of your LinkedIn should tell a cohesive story that makes it clear why you are the best fit for your next job.

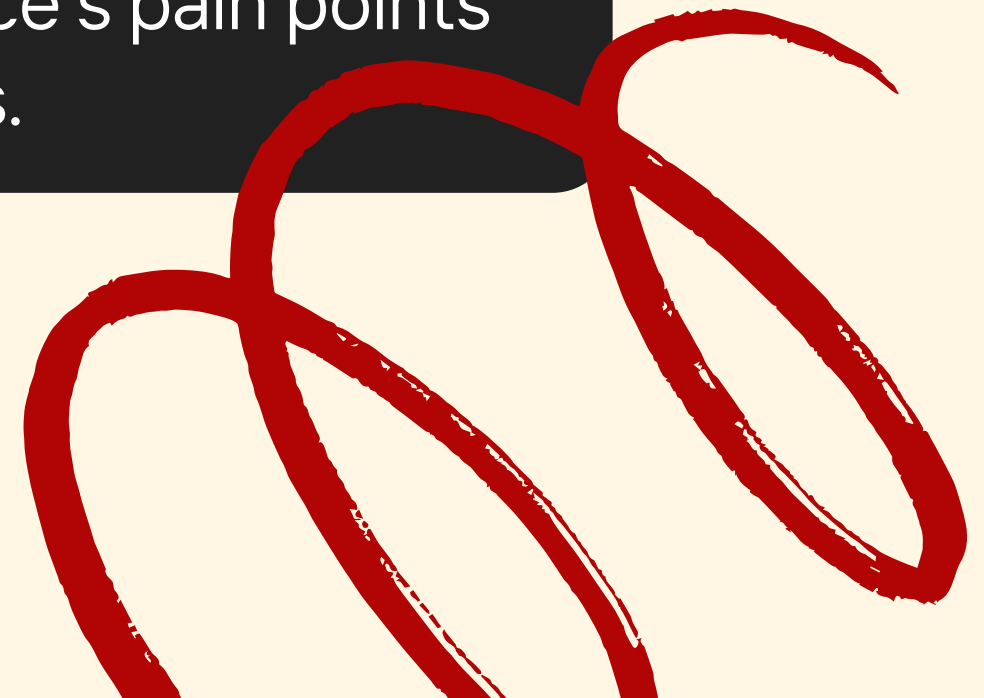
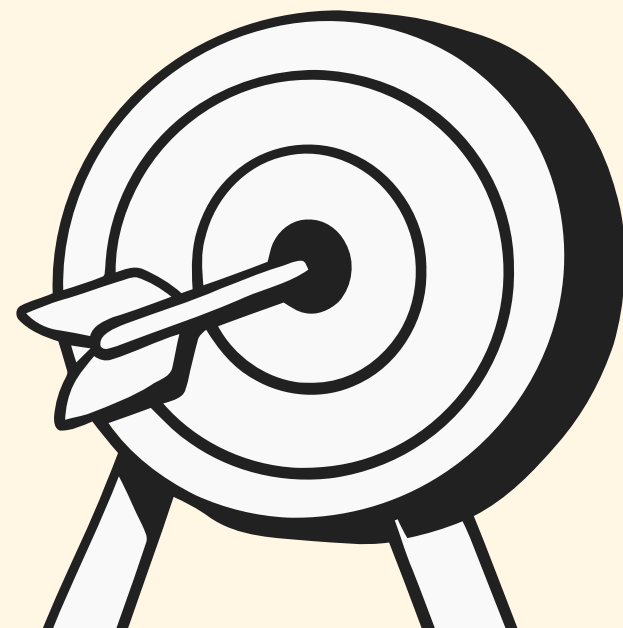


Key Materials for Business Branding

Website/Bio: A personal landing page (or a well-crafted "About" section).

Social Media Presence: Consistency across LinkedIn, Instagram, or other relevant platforms.

Messaging & Storytelling: Speak directly to your audience's pain points & desires.



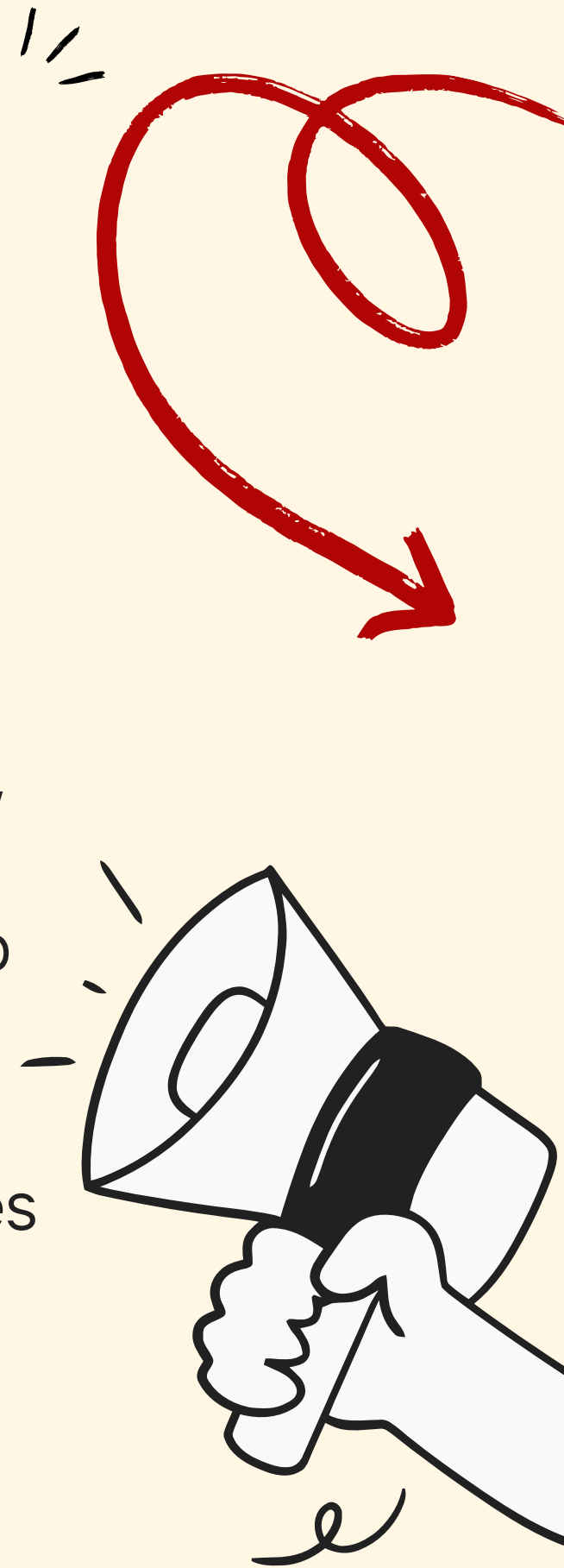
Creating a Compelling, Client Focused Headline

Your headline should speak to your target audience and highlight what you do FOR THEM.

Examples:

- Helping Businesses Attract & Convert Their Ideal Customers
- Strategic Patent Protection for Entrepreneurs| Protecting What's Profitable, Not Just Patentable
- Helping Young Professionals Cook Like a Pro —Gourmet Meals, Unforgettable Moments

Each of these focuses on what the marketer does for their clients while remaining concise for visibility.



Creating a Clear, Engaging “About” Section

This is your opportunity to connect with potential clients and position yourself as the solution to their problems.

- 01 **Start with a hook**—address a common pain point or challenge your ideal client faces.
- 02 **Share your expertise**—what results do you help clients achieve?
- 03 **Make it personal**—why are you passionate about this?
- 04 **Include a clear CTA**—how can people work with you? (e.g., "Let's connect" or "Book a free consult").
- 05 **End with:**
 - ✓ How to contact you
 - ✓ A link to your website, lead magnet, or booking page

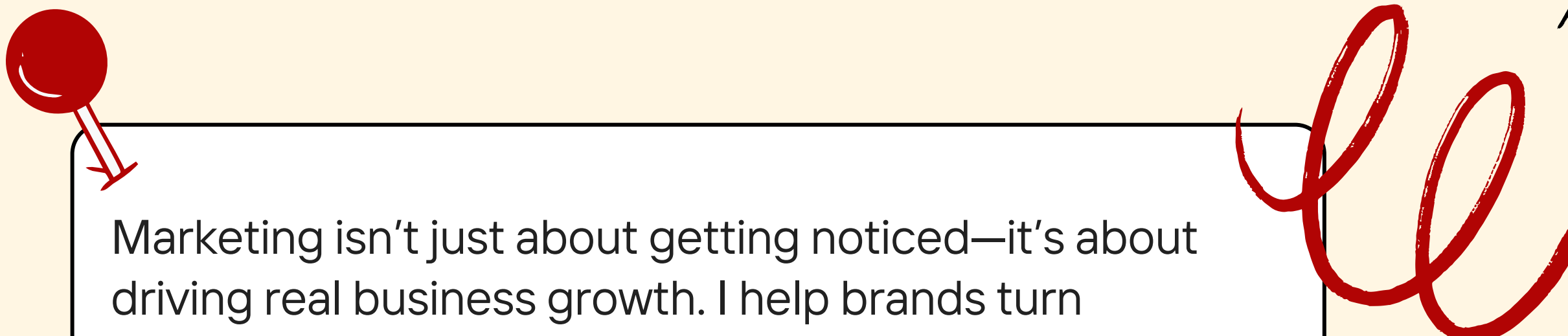


About
ME

EXAMPLE

This bio reflects:

- **UVP** → "I help brands turn audience engagement into revenue."
- **Personal Brand Story** → Shares experience, methodology, and impact.
- **Call to Action** → Encourages connections for collaboration.

A red pushpin is pinned to the top left corner of the white box. To the right of the box, there is a large, stylized red scribble that resembles the letters 'ee' or a similar abstract shape.

Marketing isn't just about getting noticed—it's about driving real business growth. I help brands turn audience engagement into revenue by combining data-driven strategies with compelling storytelling.

Over the past 10+ years, I've worked with startups and established businesses to develop targeted marketing strategies that attract the right customers, boost conversions, and build lasting brand loyalty.

My approach blends analytics with creativity—ensuring every campaign not only looks good but delivers measurable results. If you're ready to cut through the noise and grow your business, let's connect.



Other elements for business owners need to include on LinkedIn

- 01** Make your profile easy to find by customizing your LinkedIn URL (e.g., linkedin.com/in/yourname).
- 02** A clear, high-quality headshot (friendly, professional, and well-lit)
- 03** A custom banner that reflects your industry, expertise, or personal brand.
- 04** A Featured Section that showcases your website or landing page, a free lead magnet, testimonials, case studies, a video introducing what you do.



Other elements for business owners to include on LinkedIn (cont.)

- 05 Detailed Experience Section** - using bullet points, action verbs and measurable results. Focused on how you help clients.
- 06 Skills and Endorsements** - highlight the top 3 skills that are most relevant to your business and get endorsements from colleagues, clients.
- 07 Recommendations** - Ask past clients, collaborators or partners for recommendations that highlight the results you've delivered
- 08 Call To Action In Contact Info** - Email, website or booking link, other social media links



Other elements for business owners to include on LinkedIn (cont.)

09 Regular Engagement and Content Marketing

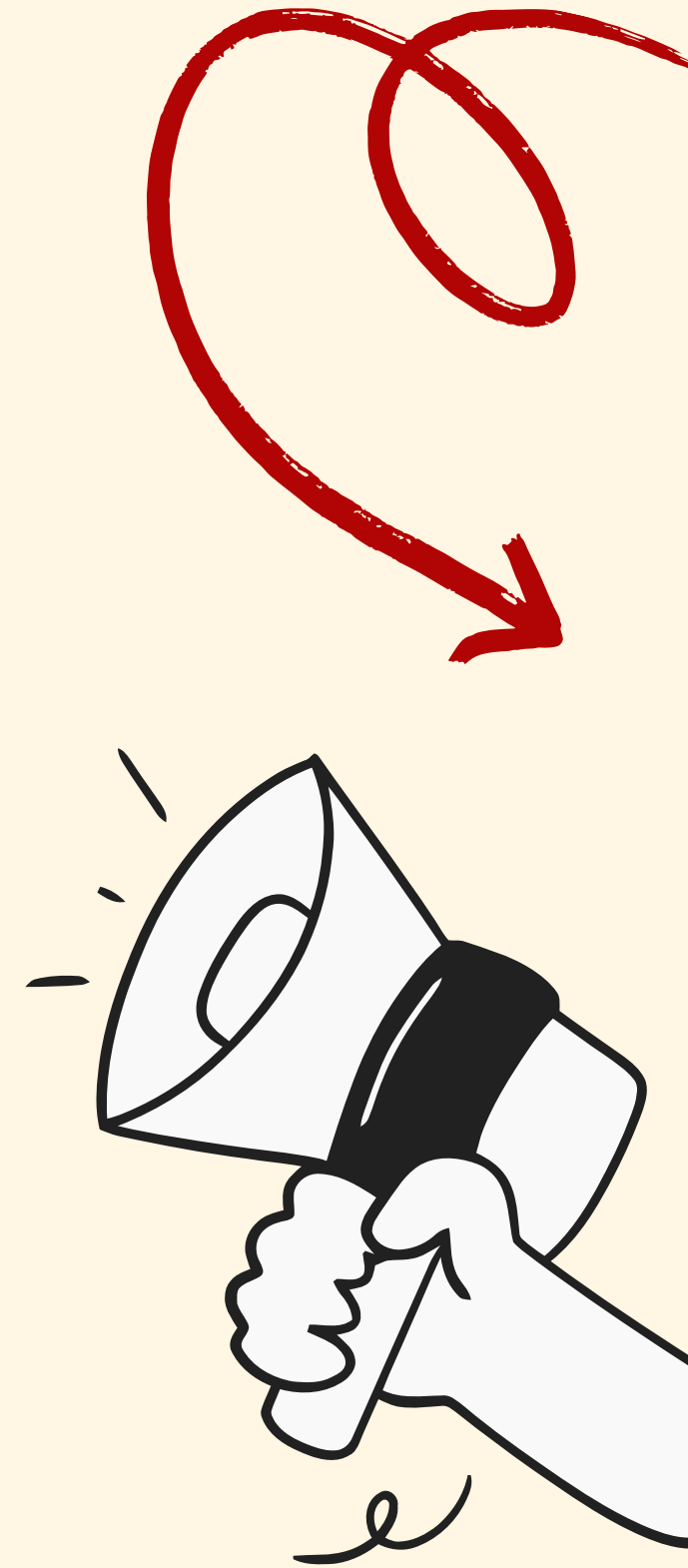
- Post valuable content (case studies, lessons learned, industry insights).
- Engage with your audience (comment on posts, answer questions).
- Join relevant LinkedIn groups to connect with your ideal clients.
- Example Post Ideas:
 - "How I helped a small business increase conversions by 50% in 3 months"
 - "5 common marketing mistakes and how to fix them"
 - "Want to get more leads? Here's my simple 3-step strategy"

Tip for creating a winning LinkedIn Profile for your business



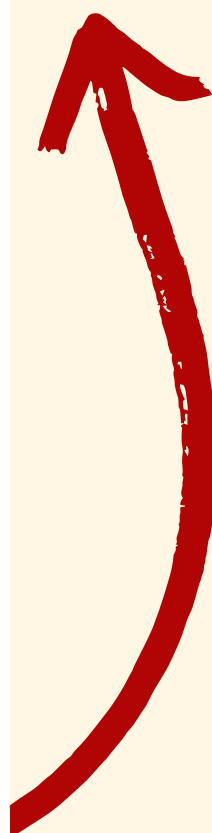
Your LinkedIn profile isn't just about you—it's about how you can help your ideal clients. Every section should clearly answer:

- What problems do you solve?
- Who do you help?
- How can they work with you?

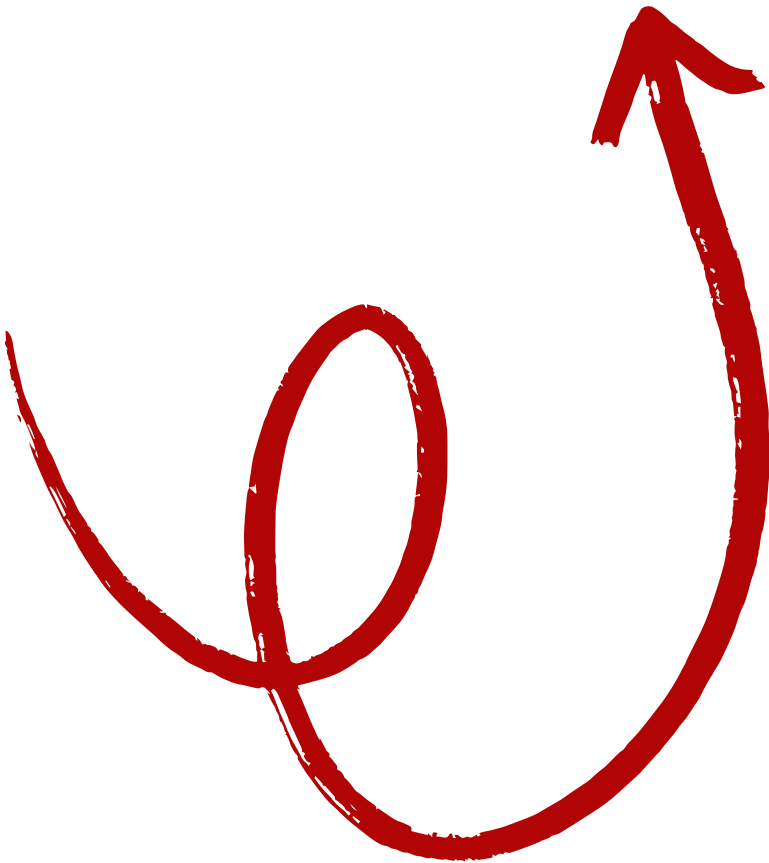


Key Differences: Job Seeker vs. Business Owner

Element	Job Seeker	Business Owner/Service Provider
LinkedIn Headline	Highlights key skills & industry expertise to attract recruiters & hiring managers.	Focuses on how you help clients & what results you deliver.
Short Bio (About Section)	Tells a career story, emphasizing past achievements, skills, and the value you bring to employers.	Positions you as an expert, highlights how you solve client problems, and includes a call to action.
UVP	Emphasizes how your skills & expertise contribute to a company's success.	Communicates the transformation you provide for clients/customers.
Resume Summary	A concise professional pitch explaining what you do and how you add value to an organization.	A business-oriented intro focusing on the outcomes you create for clients.
Call to Action	Encourages hiring managers to reach out for job opportunities.	Invites potential clients to book a call, visit a website, or connect.



Profile Section	Job Seeker 🧑💼	Business Owner/Service Provider 🚀
Headline	Focuses on job title, expertise, and industry (e.g., "Data Analyst	Turning Complex Data into Actionable Insights")
About Section	Personal brand story tied to career goals, emphasizing strengths, achievements, and career aspirations.	Client-focused brand story, positioning the business as the solution to clients' needs, with a clear CTA.
Experience Section	Highlights key job responsibilities, achievements, and impact in previous roles. Uses bullet points with measurable results.	Highlights services, success stories, case studies, and transformation delivered for clients.
Featured Section	Showcases portfolio, resume, articles, or projects relevant to potential employers.	Showcases lead magnets, services, case studies, testimonials, and booking links.
Skills & Endorsements	Focuses on industry-relevant hard & soft skills (e.g., Project Management, Data Analysis, Leadership).	Focuses on expertise related to services provided (e.g., SEO Strategy, Copywriting, Sales Funnel Optimization).
Recommendations	Written by former managers, colleagues, or clients, highlighting work ethic, skills, and results.	Written by happy clients, showcasing transformations and results achieved.
Services Section	Not typically applicable (unless a freelancer or consultant).	Lists services offered (if available), making it easier for potential clients to inquire.
Contact Info	Professional email, portfolio link, or personal website (if applicable).	Business email, website, booking link, and other social profiles.
Content Strategy	Shares industry insights, job search tips, and personal career experiences to attract recruiters.	Shares value-packed posts, client success stories, and marketing content to attract leads and clients.



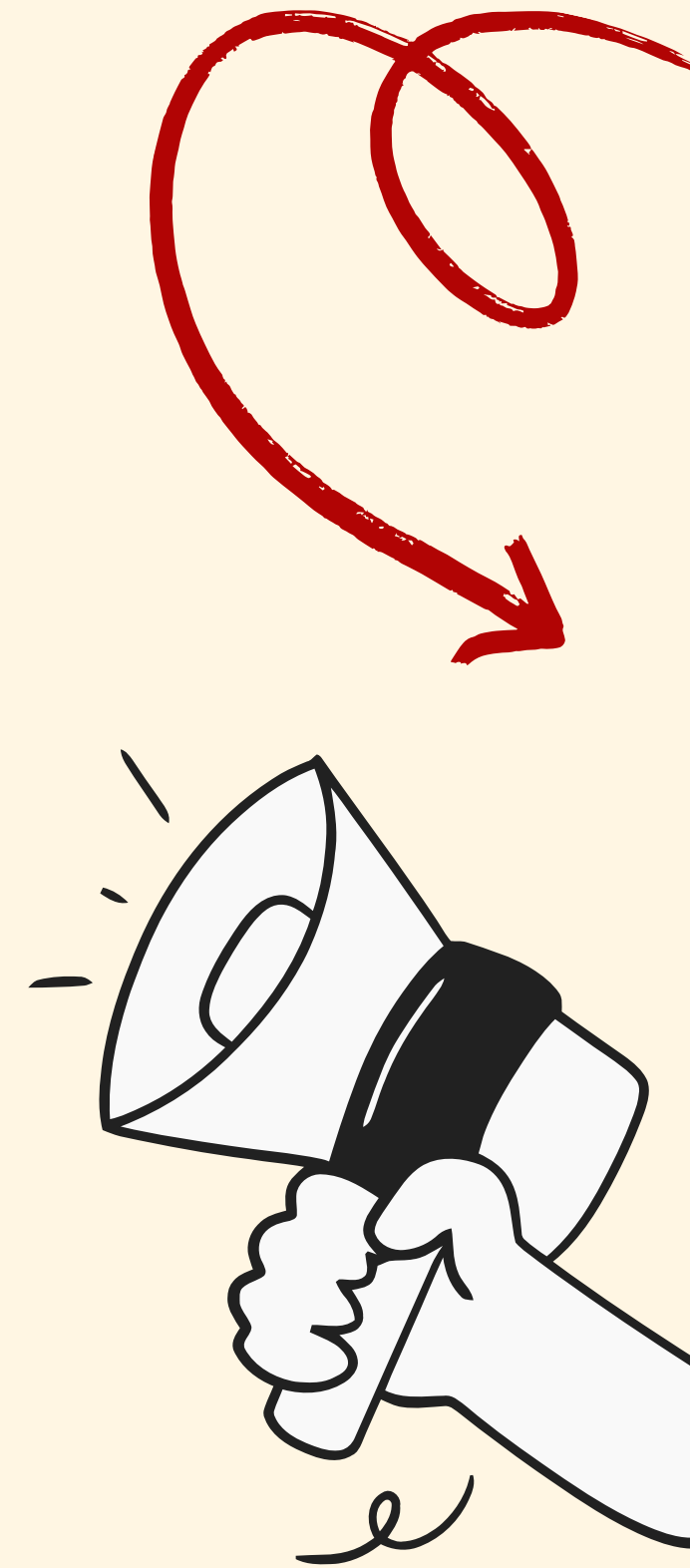
Here's an example of a LinkedIn Headline for a Job Seeker vs. a Business Owner

JOB SEEKER:

Data-Driven Digital Marketer | Helping
Companies Turn Insights into Revenue

BUSINESS OWNER:

Helping Brands Turn Audience
Engagement into Revenue with Smart
Marketing



Here's an example of how a bio (About Section) for a job seeker vs. a business owner

JOB SEEKER:

As a digital marketing strategist, I specialize in turning customer insights into data-driven campaigns that increase engagement and drive sales. With over 10 years of experience in paid media, SEO, and content marketing, I've helped brands grow their online presence and maximize ROI. I'm looking for a new opportunity where I can apply my expertise to help a company expand its reach and revenue. Let's connect!

BUSINESS OWNER:

Marketing isn't just about getting noticed—it's about driving real business growth. I help brands turn audience engagement into revenue by combining data-driven strategies with compelling storytelling. If you're ready to cut through the noise and grow your business, let's chat!





PRO TIP #1:

- ✓ If you're job searching, your messaging should be clear and employer-focused—highlighting your experience, skills, and the impact you can make in a company.
 - ✓ If you're marketing your own business, your messaging should speak to potential clients, showcasing how you solve their problems and why they should work with you.
- 




The 3-second rule for grabbing attention with your materials

PRO TIP #2:

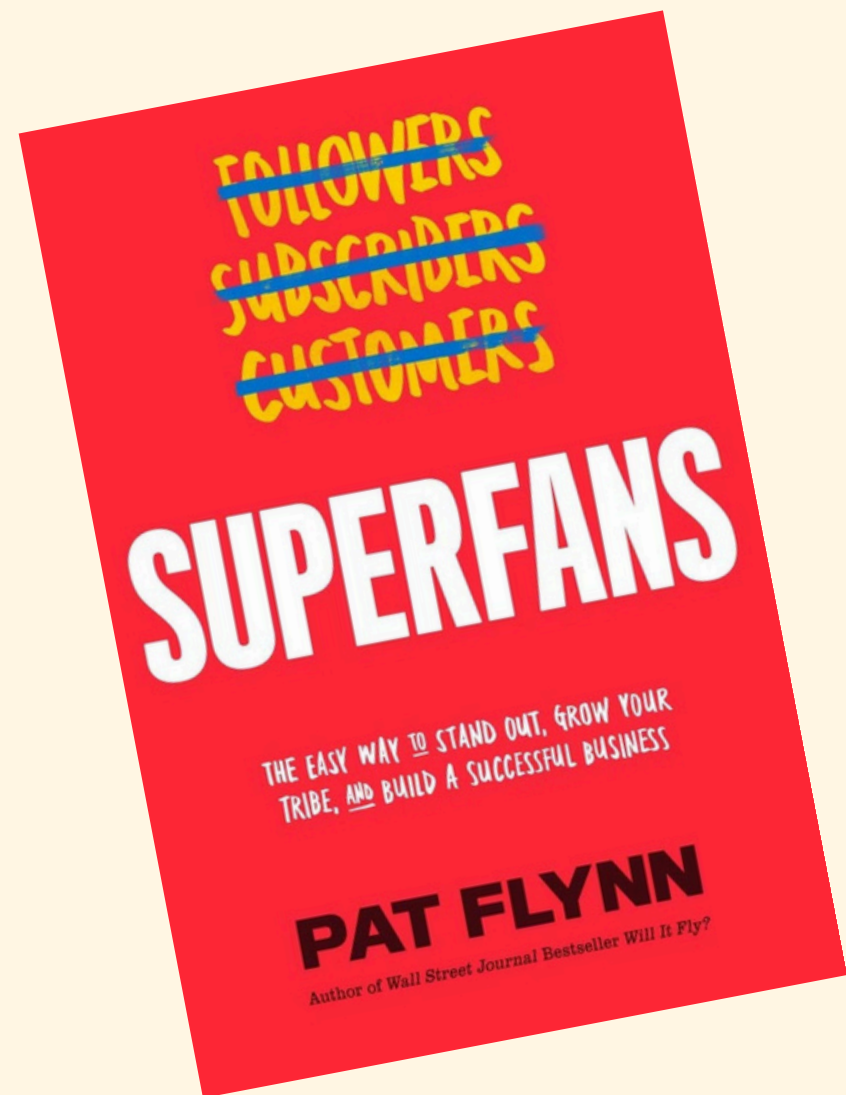
You have about 3 seconds to grab someone's attention before they lose interest and move on.

To make those 3 seconds count, focus on:

- Clarity – Instantly communicate what you do and why it matters.
- Emotional Hook – Trigger curiosity, excitement, or a problem they relate to.
- Bold Visuals – Use striking images, colors, or typography.
- Concise Messaging – Keep headlines and copy short, powerful, and benefit-driven.




Use the lyrics of your ideal customer



PRO TIP #3:

Pat Flynn emphasizes the importance of using the "lyrics" of your ideal customer—meaning you should speak in their exact words, reflecting their pain points, desires, and language. This creates a deeper connection and makes your messaging more effective.



How to Apply This in Your Personal Marketing:

- **Listen to Your Audience** – Read LinkedIn posts, job descriptions, and industry forums to see how hiring managers or clients describe their needs.
- **Mirror Their Words** – Use their exact phrases in your resume, LinkedIn profile, and personal brand statement.
- **Make It Relatable** – Instead of industry jargon, use language that resonates with your target audience.

Homework:

Finalize & polish one piece of promo material (resume, LinkedIn, or bio).

Share for feedback

Get ready to confidently market yourself in the final session.

