

Jobsmanship: A New Skill for a New Age! Career Entrepreneurship and Salesmanship = Taking Creative Career Control

To Market Yourself:

- Know your product – You – thoroughly, know yourself
Strengths, Uniqueness, Accomplishments, Payoffs
Success Criteria
- Believe in your product – You
Confidence, Trust, Ability
Entrepreneurs have absolute confidence in their creations
- Research/select your market
Know your career job options:
 - Who will pay for your product? Who needs your talents?Match yourself to them:
 - Which market is the best for your product?
- Develop/refine your selling tools
Resumes/cover letters, Job Hunting, Contacting/interviewing
Taking a product to market requires advertising and sales strategies
- Close the deal and make the sale
Communicate your value for the job
Ask for the job
Negotiate salary terms
- Develop an action plan – long/short-term
Perform a quality job/communicate
Maintain a Career Contingency Plan
- Celebrate your success
Track current/future trends
Learn from your failures