



The Brand Called **YOU**

Branding Yourself for the Interview

Jack Kerigan, Kerigan Marketing Associates

“It’s not enough to be the best at what you do, you’ve got to be the *only one* that does what you do.”

-Author?

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-Jerry Garcia

What is a Brand?

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A brand should be memorable.




What is a Brand?

If you can't communicate what makes you different, you've got a big problem.

To be remembered after the interview you have to stand out during the interview.

What is a Brand?


MORE CASH FOR GAS



No payments for **three months** on all new and used auto loans, including refinancing your existing car loan!

Offer ends 12/31/13

***CLICK FOR INFO**

Tyndall 
TYNDALL-088
Federally Insured by NCUA

Our loans go from
ZERO TO 90.

No payments for three months.

See a Tyndall Credit Union representative for complete details and disclosures. Deferred payment offer available on auto loans opened between October 1, 2013 and December 31, 2013. Offer subject to the current promotional rate and also not eligible for the deferred payment option, as they are Personal Term Loans. All rates and offers are subject to change without notice. Member eligibility required, an initial \$1,000 refundable membership fee will apply.

Tyndall 
TYNDALL-088
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LAMAR

Thinking about a new or used car?
There's never been a better time.
Drive off with a Tyndall auto loan and make no payments for three months. Take advantage of seasonal dealer rebates, get a great rate through Tyndall, and make **no payments until 2014.**

Already have a car loan?
We can even refinance your existing loan, probably at a better rate, and you make **no payments for 90 days.**

READY TO APPLY? Apply online at tyndall.org, or call our Lending Center at 850-367-4321 (877-747-4321, toll-free). Or, hurry in to a branch and speak with a Financial Sales Representative today. Learn more at tyndall.org.

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NECESSARY
IF MAILED
IN THE
UNITED STATES

Tyndall 
TYNDALL-088
Federally Insured by NCUA

More cash for gas.

Get a Tyndall auto loan by December 31st and make **no payments** for three months!

Tyndall 
TYNDALL-088
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The Brand Called *YOU*

The Brand Called **YOU**

“Each job seeker is a distinctive brand; the combination of her skills, experience and education. To successfully land a position, the job seeker must advertise his or her product and tailor it to needs of the prospective employer. The key is making one's brand relevant.”

*-The Power of Branding,
Jennifer Sullivan, CareerBuilder.com*

The Brand Called **YOU**

Starting now you are no longer defined by just your degree or job description.

Consider the possibility that you are a brand – where the promise of hiring you offers something as unique as McDonald's, Monster, Apple or Amazon.

The Brand Called **YOU**

Just as companies brand themselves for consumers, you can brand yourself to show *why* YOU offer a superior product versus the competition. **Marketers call this “product positioning.”**

When you have the opportunity to communicate your skills, what will you be remembered for?



COMMUNICATIONS BRIEF

**This brief should guide all brand communications.*

Why are we communicating?

To get hired!

Who is our audience?

What do they currently think?

What would we like them to think?

What is the single most persuasive idea we can convey?

Why should they believe it?

Building Brand *YOU*

Building Brand **YOU**

1. Get To Know Your Customer

Candidates who demonstrate knowledge of a company and the specific position being offered, in resumes, cover letters and interviews tend to get noticed.

Websites, industry sources and social pages of key hiring managers help you customize your efforts.

Building Brand **YOU**

2. Get Your Customer to Know **YOU**

Promote your product. How do your skills, experience and education make you a better fit for the employer than those you are competing with?

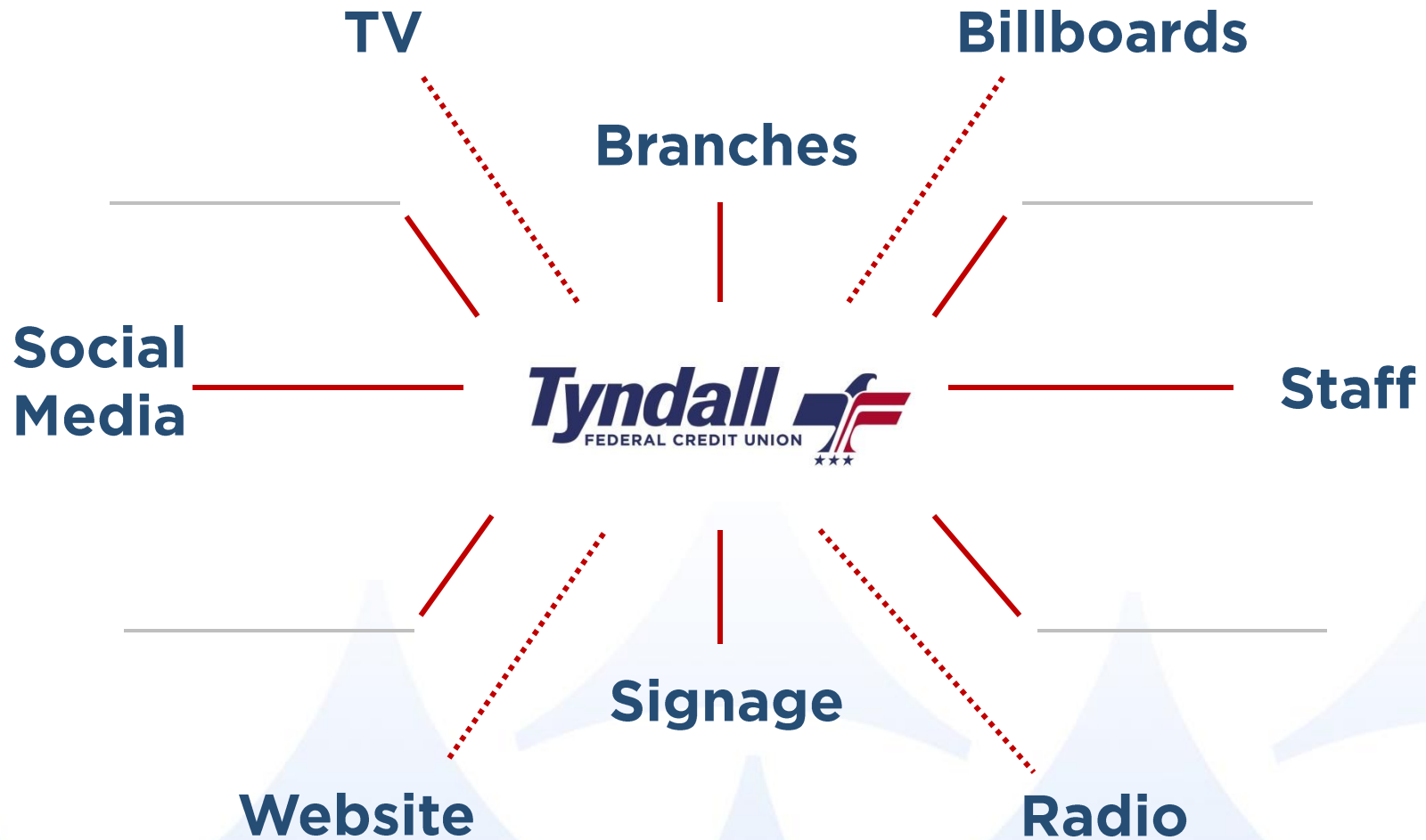
Create a Communications Brief for Brand YOU.

Building Brand **YOU**

3. Interview Tips

- Hand over a resume.
- Start with a question, not an answer.
- Try to limit your responses to 30 seconds.
Never talk longer than 2 minutes.
- Present yourself appropriately for the position.
- Follow up, fast.

BRAND TOUCHPOINTS



BRAND TOUCHPOINTS

How you Dress

Assertiveness

Brand **YOU**

Attentiveness

Resume / Application

THERE IS SUCH THING AS A FREE LUNCH



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Branding Yourself for the Interview



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