CAREER CLUB: SESSION 6
MARKETING YOURSELF

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Self-promotion – advocating for yourself!

Objectives: provide you with tools to help you:

- Consider a personal brand
- Create elevator pitches
- Practice presenting oneself
- Use of internet resources: LinkedIn, Twitter/X, etc.
- Design business cards

Tying it back…



Credit: Lori Conlan, NIH OITE

Personal Brand

- **What**
  - Being memorable or standing out
  - Offering a key message | 'Talking the talk'
  - Importance of authenticity (aka 'Walking the walk'!)

- **Why**
  - Self-awareness
  - What you wish to project to your audience
  - Visibility | Grows network
  - Commonplace for advancement – can facilitate smooth(er) transitions
  - **** It moves with you ****

Personal Brand

- **How**
  - Define your purpose
    think back to your Interests, Skills, and Values [Session 1!]
  - Audit personal brand equity
  - Construct personal narrative using illustrative answers
    - “Tell me about yourself?”
    - “Where are you from?”
  - Embody your brand
  - Communicate your brand
  - Reevaluate and adjust your brand

Elevator Pitch

Grab the other's attention!

Principles of a good elevator pitch:

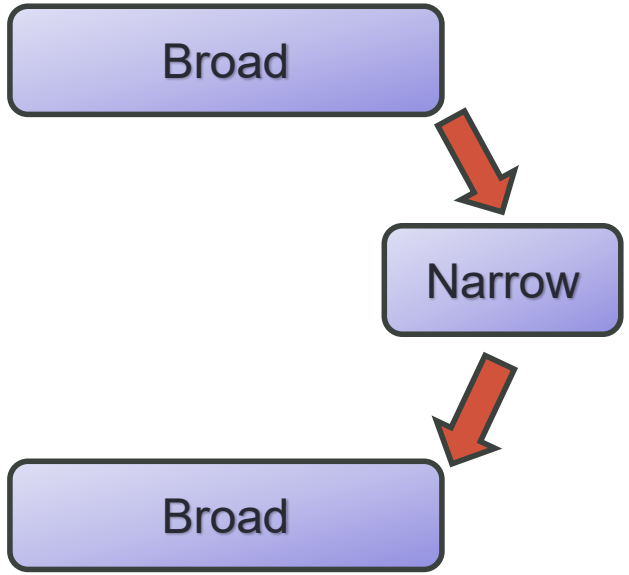
- Is a conversation starter
- Makes a connection with an individual/audience
- Uses common language, and a good analogy
- Creates vivid example or image
- Is enthusiastic
- Science for non-scientists
- Often ends in a question or call to action to gauge interest + keep connection

It does not:

- Explain every detail
- Use jargon or acronyms

Basic Elevator Pitch Structure

- Introduction
  - Name, affiliation
- Engage/Grab interest
  - Highlight skills and strengths, passion
- Educate/Why you are unique and your work matters
  - What and how – Use your research to tell a 15 second story
- What you are looking for
  - Mention if and how it relates to them
- What your ask is
  - Make it memorable, and ask a question to maintain connection



Exercise!

- Write down everything you want to say about yourself, your research, keeping your career goals in mind (take 5-10 minutes now to prepare):
  - Everything you would want someone you're meeting to know
  - What makes you different in your field – how do you stand out?
  - What benefit would you like to bring to the world?
  - How do your skills and experience relate to where you want to be?

IT DOES NOT HAVE TO BE PERFECT YET! We'll work to shape it.

Exercise – continued…

- Edit! From the previous list, write down what you REALLY want your audience to know about you/your work (take 10 minutes to prepare):
  - Prioritize important facts, remove redundancies
  - What is exciting and important | Why does it matter?
  - What do you do, and why do you do it?
  - What is next in this space?
  - What is your unique spin?

Practice!

- Find a partner
- Test it, Tweak it! (take 10 minutes to practice – about 5 minutes each)
  - Practice! Speak slowly, enunciate, and make eye contact
  - Stand still and straight, but be enthusiastic (ok to use hand gestures limitedly), be conversational
  - Keep it simple and focused
  - End with something memorable – possibly a call to action

Break!

Using the internet to market yourself

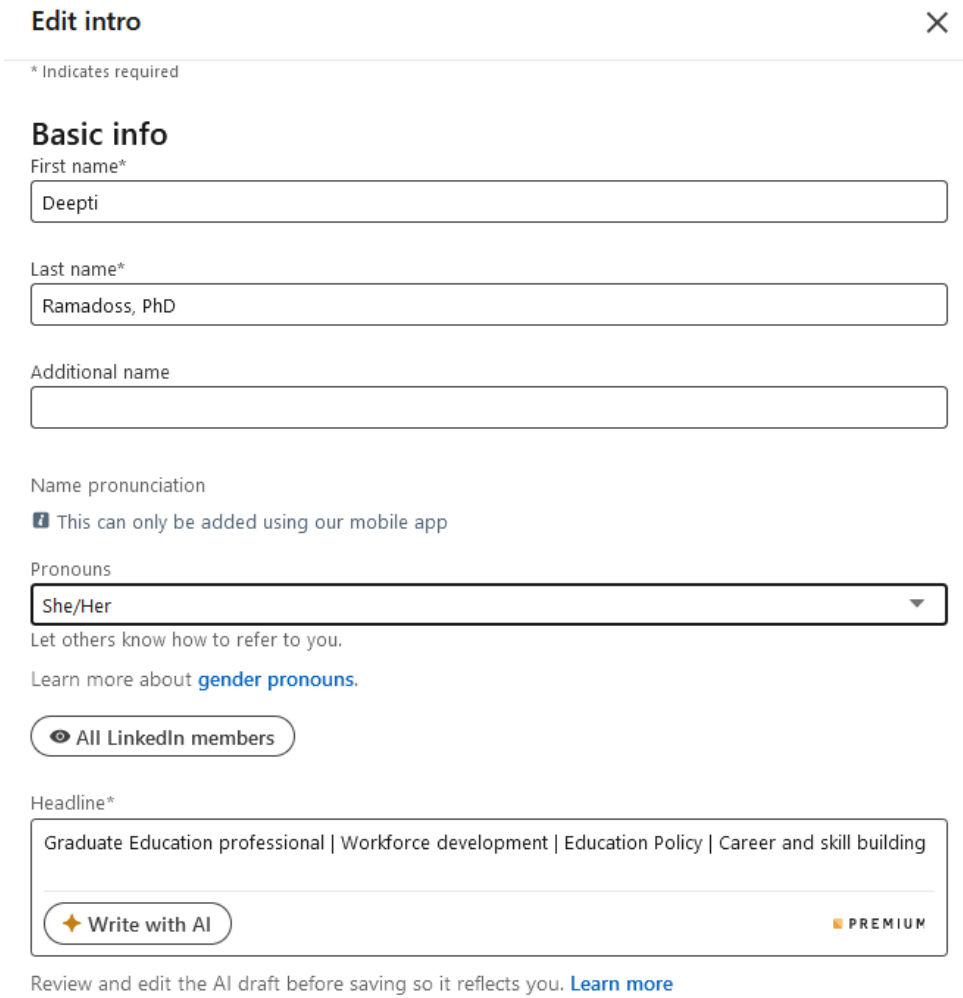
- Easy one: make sure you have a non-school email address (e.g. gmail) that is professional
- Social media is an important tool to make connections, have conversations, get noticed
- If you're not already using LinkedIn, Twitter, or any other platform, pick one (ideally the one you know your target audience use) to start with, then expand
- To help keep it manageable – start with dedicating 10 minutes a day to developing your profile
- Actions to build your brand:
  - Add or follow connections
  - Share your work
  - Share others' work
  - Start a conversation
  - Join the conversation
  - Respond to mentions

Using the internet to market yourself

- LinkedIn | Twitter | ResearchGate | Personal website
- Professional headshot
- Engaging headline
- Perfect spelling and grammar
- Clear and easy to read
- Consistent style
- Smart sparing use of bold, italics, underlining, and color

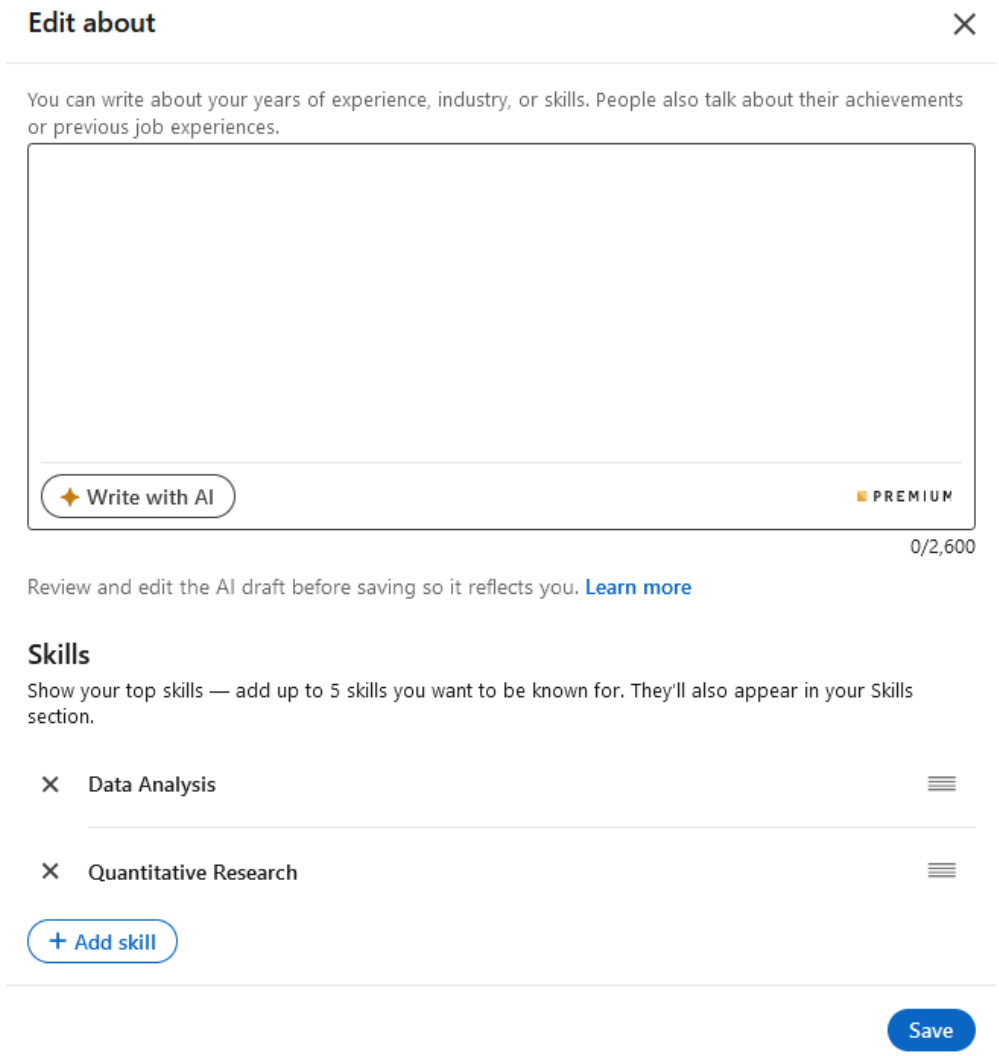
LinkedIn: major sections

- Introduction
- About
- Featured
- Background: Experience + Education
- Skills and Endorsements
- Accomplishments
- Additional Information



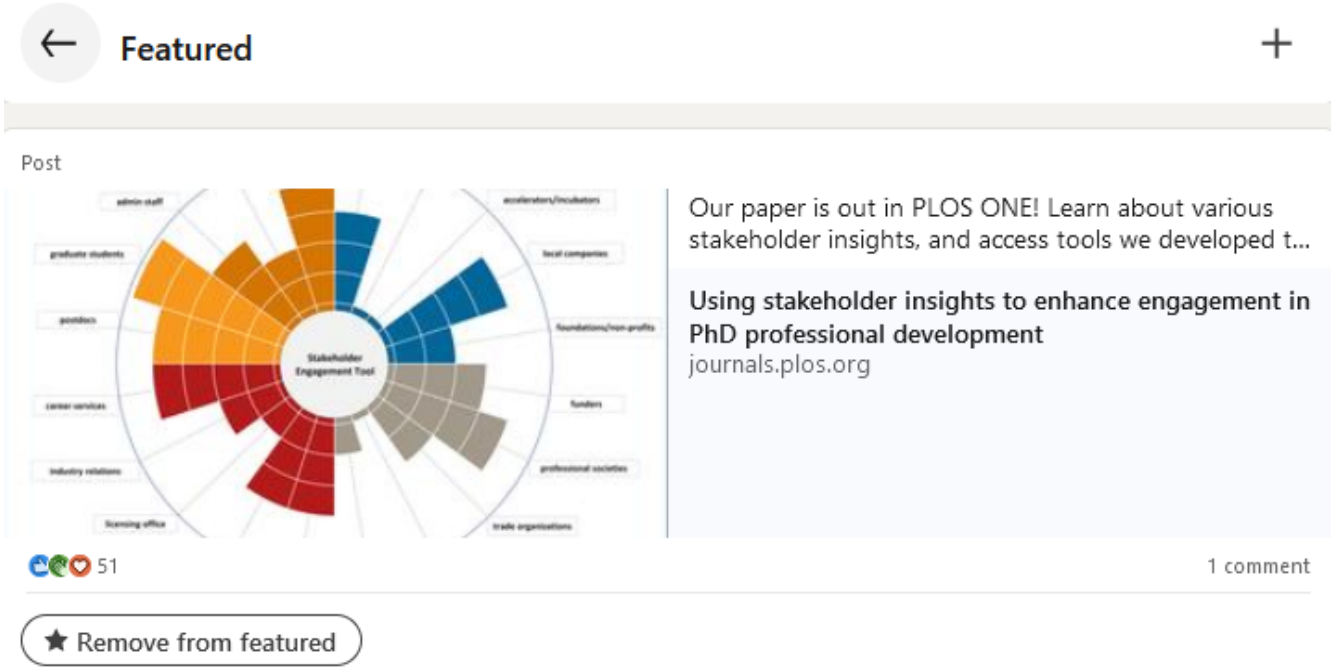
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LinkedIn (principles apply to all platforms)

- Summary: highlight key skills and interests

What drives you?

What makes you unique?

TARGETTED specific to professions of interest

5-6 topics that are appealing in professions you are considering

LinkedIn and (Academic) Twitter

- Creating your profile: write with impact
  - Be active – establish expertise
  - Use target jobs to your advantage for keywords
  - Add professional experiences – describe ***skills*** involved in each role relevant to jobs of interest
  - Metrics show impact
  - Use power verbs
  - Include Paid and Volunteer roles – focus on skills they highlight

- Maintaining your profile:
  - Follow people, institutions, companies in your field
  - Include skills: to start out, request colleagues to endorse skills, or write recommendations
  - Share your work: ~ 1 post every 2 weeks, or every week if you have enough content
  - Share others' work: 1 post every week
  - Intentional in engagement in conversations

Publicizing Accomplishments

LinkedIn

- Provides evidence of skills:
  - Honors and Awards
  - Publications (weblink or address)
  - Presentations (weblink or address)
  - Course or project descriptions

Twitter

- Post accomplishments; tag appropriate others to increase reach
- *Use (but don't overuse) hashtags!*

LinkedIn: Connections

- Aim for 500+ connections, if you are just starting out
- Know the difference between follows vs. invites
- Always customize invitations
- Look at who is looking at you
- If you are actively in the job search phase, consider paying for LinkedIn Premium to give you access to more profiles and information.
  - Premium provides AI tools

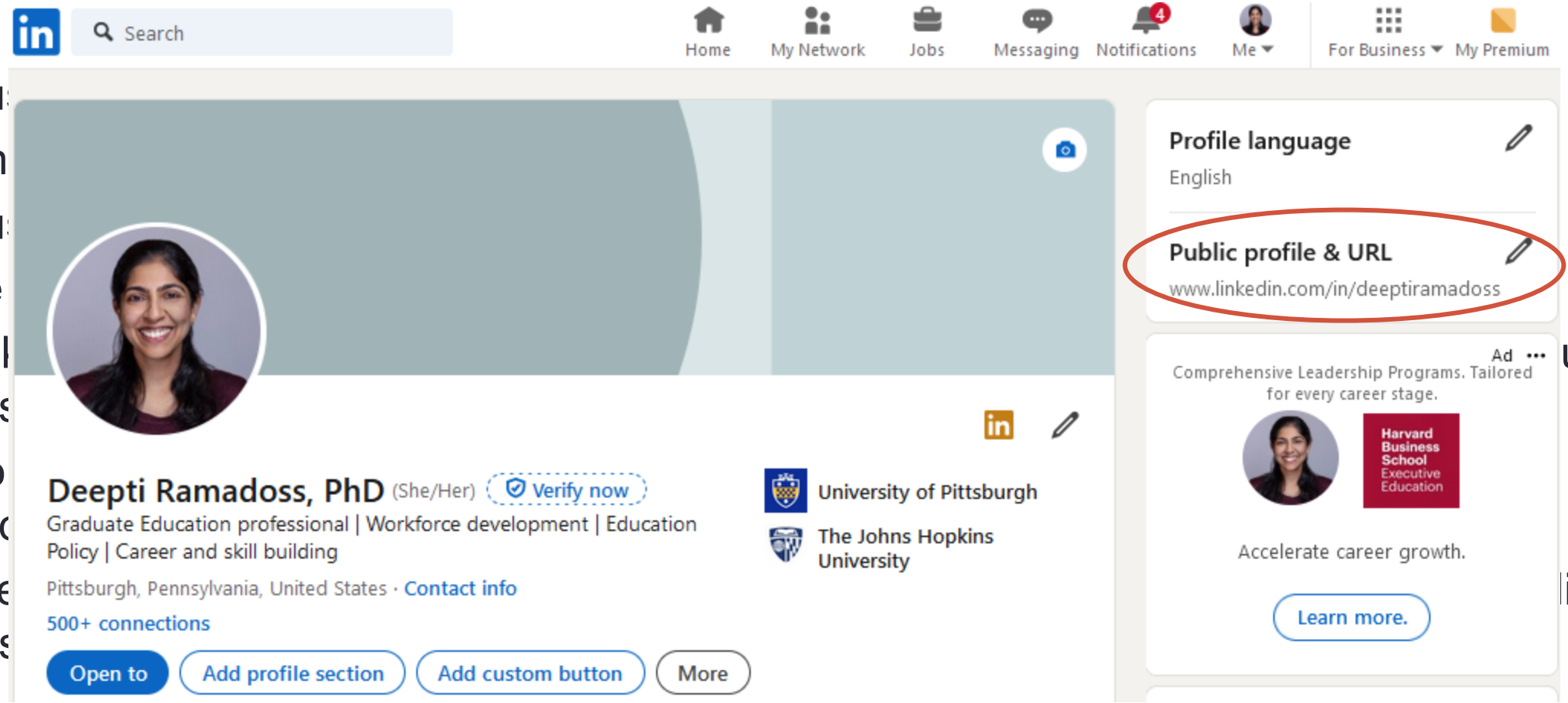
Tips to get noticed

- Customize your URL
- LinkedIn: get a QR code – can be added to your business cards
- Customize top 3 skills
- Be strategic – ask different people to endorse different skills
- Ask connections you know well to congratulate you on accomplishments when you post
- Consider asking for revisions of recommendations that don't highlight skills or are poorly written
- Create your self-defined skills list – ask connections to provide feedback on your list of skills

These help define your brand!

Tips to get noticed

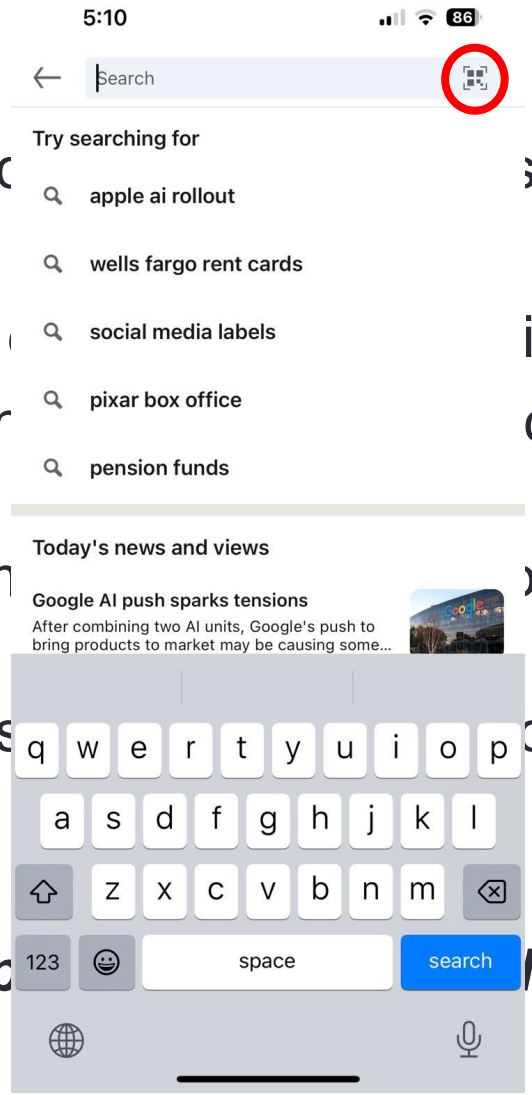
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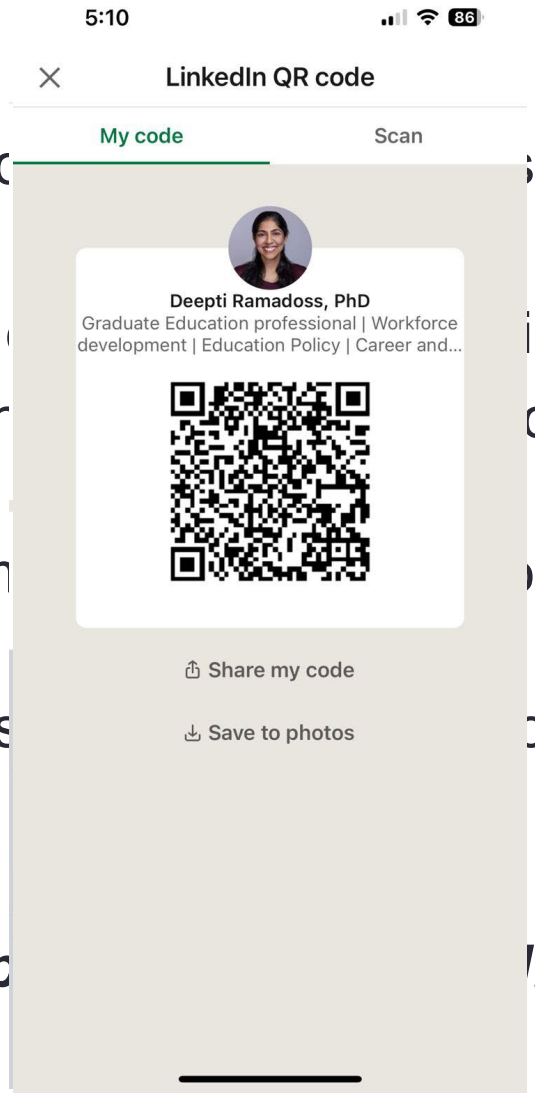
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These help !

Your brand on social media

- Join groups
  - Helps potential employers/recruiters know your interests
- Follow companies and organizations
  - Helps potential employers/recruiters notice you
- Share posts
  - This shows your skills, interests, and activity
- Write posts
  - Don’t forget to pin posts that you want people to notice
- Keep profile updated
- Be intentional with
  - Adding/Making connections, groups
  - Posts

Business cards

- Are business cards relevant in 2024?
  - Dependent on industry, profession, individual – change is constant
    - Not common in academic research
    - Fairly common in higher ed networks
    - Common in biotech
    - Common in science or medical writing – especially freelance
  - Physical vs. digital cards
    - Pros and Cons
- Using business cards effectively: use them as tools to establish meaningful connections and enhance your professional goals and brand.

Business cards

- Typical information:
  - Name
  - PhD candidate (expected 202X)
  - Program, University of Pittsburgh
  - contact info: weblink/linkedin/twitter/physical address/phone
- Some ideas to consider:
  - Consistent: themes/colors, font consistent with resume/CV
  - Memorable:
    - key words, research, skills, phrases
    - art or design to highlight skills or expertise
  - QR code to online profile | URLs to various digital presence
  - Consider utilizing front and back of cards
  - University branding requires using University formats – consider value
- Some options for templates:
  - https://www.canva.com/business-cards/templates/
  - https://www.vistaprint.com/business-cards

Career Club Headshots: July 18

Please fill out Qualtrics (shortly in your email box) with your availability!

Session Feedback

Please complete session feedback by June 30!