



You are the product

Have you done any of these things?



Have you ever wondered why you're unsuccessful in the job market?

Have you sat there and thought "I've sent loads of applications off, why am I not getting an interview?"

Have you segmented your market place?

Have you actually sat down and targeted properly the industries and companies that you would like to work for?

Have you targeted companies and specific job roles that match your transferable skills?

Have you pitched yourself correctly?

Have you drawn up a plan of action to allow you to focus on the job search?

Have you written down all your unique selling points?

YOU ARE THE PRODUCT



Blunt as it may sound. **You are** the product that you are selling.

If you don't know yourself and what you can do, then how can you sell or market yourself?

Equally, if you don't know where you fit or potentially could fit then you are wasting your time.

If you don't know what you want then you are wasting your day.

If you haven't planned your day properly then you are wasting time and effort and will get frustrated.

Ask yourself this one question and answer honestly:

“If I was the company, and the only product I had to sell was myself, would I buy me?”

So where do you start?

YOU ARE THE PRODUCT



- 1) Make a list of all your Unique Selling Points (USP's).
- 2) Now split those lists into the following parts:
 - a) Transferable skills – Hard Skills
 - b) Personal Traits – Soft Skills
 - c) Awards
 - d) Certificates
 - e) Other skills – Things such as Microsoft Office etc
 - f) Qualifications
 - g) Key Achievements
- 3) Your most desirable skills on this list are your Transferable skills. These are what you will bring to the company.
- 4) The others are useful, use them if stipulated for a role.



YOU ARE THE PRODUCT

You're not selling a product, you're not selling a service, you're selling **YOU!**

Just hitting send on the job boards with the same old CV every time is demoralising and pointless.

Tailor make your job search to be relevant.

Plan and prepare.

Get on LinkedIn and Like, comment, post, connect but above all add value.

Use your contacts and the power of LinkedIn.

Make sure that everywhere you leave a digital footprint, you are selling yourself.

Do it right and do it well and start **SELLING** yourself.




SolStar-UK

Sales – Marketing – Coaching – Recruitment - Strategy

Strategy – You know where you want to get to, but not necessarily how to get there.

Recruitment – You want the right people, the right fit, first time.

Training – Make your Sales & Marketing teams work together and add real value to your business.

CV Writing – Learn how to sell yourself and shine from a piece of paper.

Coaching – Need help with selling yourself, interviews, job search, CV, LinkedIn?

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