



# MARKETING YOURSELF & BUILDING RELATIONSHIPS ACTION PLAN



## Value Proposition

- Use the Value Proposition worksheet to develop your unique value proposition.



## Create Your Brand

- Create a GWSB-formatted resume using the Undergraduate Resume Writing Guide and the Undergraduate Resume Template. Submit your resume for approval on GWorkSB.
- Develop a unique, tailored cover letter that aligns your skills and experience with the job description for each position to which you apply. Bring a sample cover letter to review with your career coach to make sure you are on the right track.
- Craft several versions of a 60-second “elevator pitch” before attending networking events or career fairs. Practice your pitches with your career coach and classmates.
- Manage your professional online presence by developing a strong LinkedIn profile, google searching your name to see what public information appears, and “cleaning up” facebook and twitter profiles.



## Network

- Use LinkedIn, CAN, and your personal contacts to identify individuals working in positions, companies, and industries of interest to you. Reach out to them to conduct informational interviews.
- Attend workshops, information sessions, panels, and other campus events in which industry professionals will be present. Regularly check GWorkSB for a list of upcoming events.
- Research and attend professional conferences related to your industry, and join professional associations.
- Create a contact log to keep track of your contacts, remind yourself of next steps, and schedule follow up conversations.

