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Market Yourself: Personal Reflection

Throughout this assignment, I’ve realized that the way companies market their products and services, people can market themselves as well. In fact, when we go for job interviews, when we network with other people, essentially we are marketing ourselves because we highlight what is most valuable about us, because that is what reflects us as people on a business level.

In the process of marketing myself, I began to focus on what make me different from other people that will benefit me when I’m in the process of looking for a job. This is similar to product positioning, because that is what makes a product different and special from other products. I also focused on stating what I’m good at, my highlighted goals and achievements and avoided mentioning any flaws, this is similar to brand equity, because my achievements is how people will know and recognize me. Since I’ve been involved with my community and I stay involved at school, which is what people will think of when they think of me, which is similar to brand awareness- since people will recognize a product by its signature colors or logo.

Finally, from this assignment I’ve also learned that I have to work on networking a little more and getting my name out there. I can do this by applying to companies, even though there may not be an open position, going to career fairs and meeting new people in order for people to be aware of who I am and how big of an asset I would be to work for them someday. This relates to brand awareness, because the more aware people are of your brand, the more success you are likely to have.