



How to create a simple but powerful job marketing plan mind map

As the global economy begins to slowly improve, many people are thinking about looking for a better job. An equally large number are unemployed or underemployed and still need gainful employment. Both sets of people can benefit from a personal marketing plan to help focus their job searches.

This week's report is based upon an excellent article I discovered while seeking worthwhile content to tweet and retweet for my new book, *Up Your Impact*. In it, the author recommends developing a very focused plan to market yourself to a specific, targeted group of prospective employers, rather than relying on the "spray and pray" method favored by most job seekers. In other words, rather than send out hundreds of resumes in response to job ads – which lumps you in with large quantities of other job seekers – this author recommends taking a more targeted approach to help you locate the right opportunities that are a fit with your strengths and personality.



Not surprisingly, the author of this article takes a linear approach to laying out an example of a job marketing plan. But I believe it can be made even better by developing it in the form of a

mind map. This visual form enables you to consider a wider range of opportunities and “What ifs?” Plus, it enables you to see connections and relationships that wouldn’t be apparent in the traditional linear, tabular document.

To help you take full advantage of this approach, this report includes a job marketing mind map for you to download, in a number of popular mind map formats.

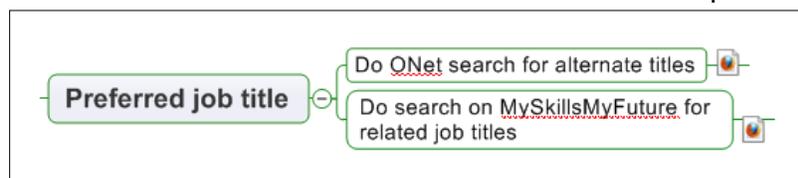
Why do you need a job marketing plan?

A job marketing plan provides many of the same functions that a marketing plan provides to help a company sell its products and services, plus several additional benefits that are unique to career development:

- It helps you to better understand your “unique selling proposition” – that one-of-a-kind combination of skills, passions and experiences that make you unique and valuable to a potential employer.
- It helps you to zero in on companies and industry segments that hold the greatest promise for you, and to identify the type and size of company that is the best fit for you.
- It becomes a document you can give to your mentors, networking contacts and others, so they better understand how they can help you to locate the opportunity of your dreams.

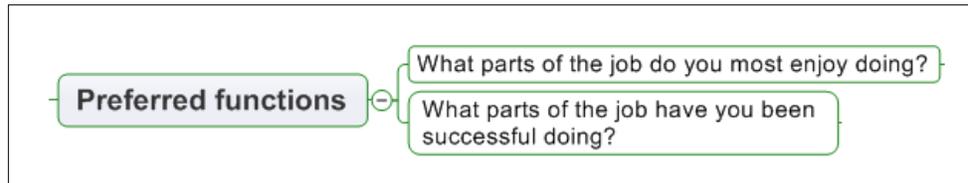
How to create your job marketing plan

Preferred job titles: In this part of your plan, you develop a list of the types of job titles that apply to what you would like to do. In many industries and professions, jobs like the one you seek may go by a number of different but similar titles. List them all here. The mind map includes links to two websites that can help you explore all possible job titles that apply to what you do.



Preferred functions: If you're like most people, you don't do everything in your job equally well. There are certain aspects of it that you have been successful doing and which you most enjoy. In other words, they are the "sweet spot" of your current work. List those in this part of your job marketing mind map. If you have achieved significant results in any of these areas, document them here.

For example, if you enjoy developing creative solutions to

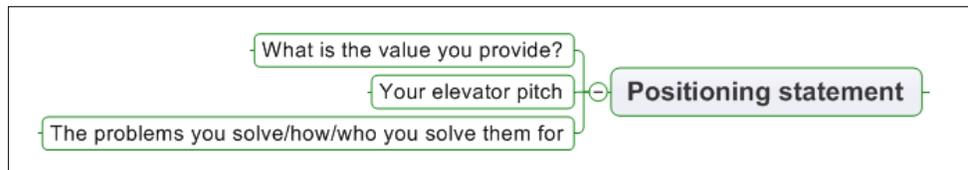


business problems and you generated an idea that saved your current employer many thousands of dollars, list that here.

This list of preferred functions are your unique strengths – they will help to differentiate you from others who seek the same jobs as you. This part of your map is simply common sense: If you're going to seek a new job opportunity, why not look for jobs where you can contribute from your strengths and your passions?

Positioning statement: This part of your mind map is where you summarize your "elevator pitch" or unique value proposition – who you are and what makes you unique and valuable, in 30 seconds or

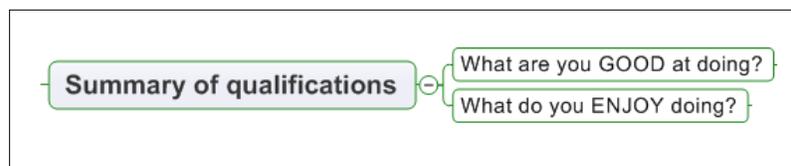
less. It sums up the problems you solve, how you solve them



and who you solve them for. This is what differentiates you, and it draws from the areas of your career that we have already explored in the previous steps.

Summary of qualifications: This section of your mind map resembles a mini-biography, which summarizes the skills, experiences and talents that make you good at what you do AND which are desirable to prospective

employers. Don't treat this as a laundry list of everything you CAN do. Rather, it needs to be focused on the connection



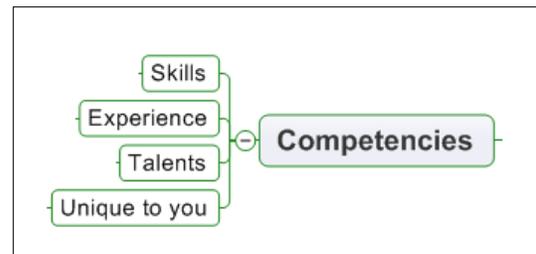
between what you offer and what prospective employers most want in the ideal candidate.

I recommend that you request a series of informational interviews with companies you admire in your industry. Pick the brains of the people with whom you meet. Ask them questions like:

- What does an ideal candidate for this type of position look like to you?
- What skills and capabilities do you wish new hires had?
- What challenges and opportunities does your firm face today? What kinds of people are you looking for to tackle those challenges and capitalize upon the opportunities you see?

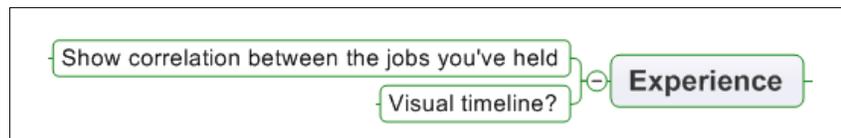
An informational interview will set you apart and may help you to uncover unadvertised job opportunity. At the very least, it will set you apart as someone who is deeply concerned about their company and their needs – not just another in the growing hordes of job seekers screaming, “Give me a job – please!!”

Competencies: Like many other sections of this mind map, competencies shouldn't be a “laundry list” of everything you can do. Rather, it should focus on the intersection of what you do best at, enjoy doing and which is in demand from prospective employers.



Experience: Visually show your career path using this map branch. Your goal is to show the inter-relationships

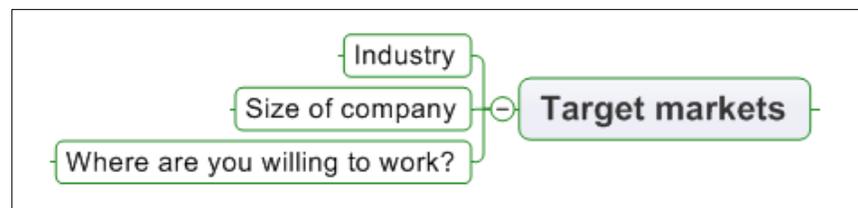
between the various jobs you've held during your career. If you're like many



of us, you may have already done a variety of jobs in your career so far. All of those experiences have contributed to who you are today – your unique set of skills, capabilities and experiences.

Target markets: This is where you fine-tune your job search options. What industry, company size and geographic

location works for you? If you prefer working for a small, entrepreneurial company and hate the



politics of larger firms, then it makes sense to note that in this section of your marketing plan map. That way, you won't waste your time applying for jobs with Fortune 1000 firms – and your networking contacts will know which job opportunities to forward to you and which to ignore.

This step is also an excellent way to help you develop a short list of the companies you plan to target with your job search. You may want to set up Google Alerts to follow announcements about those companies, visit their website and connect with your peers and people several levels above on LinkedIn. Start to build relationships with those people now. Don't ask for a job. Rather, brainstorm smart questions that show you're interested in the company, its current circumstances and future opportunities – and at the same time give you useful information that you can place into a dossier about each company. Once again, this will help to set you apart as someone who is worthy of their attention.

Mind map templates

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The article that inspired this report:

<http://www.youtern.com/thesavvyintern/index.php/2012/05/25/focus-your-job-search-with-a-personal-marketing-plan/>

Questions?

Please contact Chuck Frey at chuck@innovationtools.com.

Please [visit the Mind Mapping Software Blog](#) for all of the latest news, trends and resources related to visual mapping.

You can also [follow Chuck Frey on Twitter](#) for even more insights and ideas.

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