



The Marketing Plan Workbook

For Job Seekers

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INTRODUCTION

A job search is essentially a *marketing effort*: you are defining your value to a potential employer – or “marketing” yourself and your skills - as well as the reasons why an employer should hire *you* and not someone else. But how to find those potential employers?

Fact: Many job seekers rely on online job boards such as Monster.com, Indeed.com, CareerBuilder.com, Simplyhired.com, and others to identify job opportunities. In recent years it has been revealed that many, if not most, of the jobs posted on such job boards *do not exist!* And only 2% of jobs are filled through online applications. So what should a job seeker be doing to identify job opportunities?

The best alternative is creating, executing and sharing a Marketing Plan for your job search. A Marketing Plan is a proactive approach that enables you to pursue companies where you want to work that have openings that are the best possible match for your skills rather than chasing job postings.

A Marketing Plan serves three purposes:

1. It is a self assessment guide that helps you identify your skills, areas of interest and strengths.
2. It is a plan that helps you:
 - Identify and target companies needing your skills
 - Identify the criteria to apply to potential target companies and determine your “fit” with them
 - Apply the criteria to those target companies in order refine your list to those best suited for your skills and needs
 - Develop a network of contacts at each target company who can help get your resume in front of the hiring manager
3. It is a brief document to use when networking to:
 - Provide a “thumbnail sketch” of you (communicates your value to a potential employer, the position you are seeking, and your target companies) that is easy to digest in a minute or two
 - Share this information to help others know how to help you with information or potential contacts
 - Show headhunters and external professional recruiters you have “done your homework” and know the type of position and company that would be the best fit for you

As you develop your network and have informational interviews, having a Marketing Plan to share with your contacts will make it easier for them to help you in your job search. Moreover, because it is an informational document and not a resume, it does not convey an unspoken or unintended expectation that the recipient will help you get a job.

While developing a Marketing Plan is important, simply having one does not mean you are finished. Your Marketing Plan should be viewed as an evolving document that you update continuously as you add and discard different companies and refine your job search.

Some career coaches contend that developing a Marketing Plan is so critical it should precede developing your resume since it helps you craft your resume to reflect the position(s) you seek. Whether it precedes or is done after developing all those other job search documents and tools—such as your resume, elevator pitch and LinkedIn profile -- the process of writing your Marketing Plan may help you further clarify your unique value and help you better articulate what you have to offer potential employers

A few things to keep in mind:

Your Marketing Plan *should* be shared with:

- External recruiters
- People with whom you have informational interviews
- People in your network

It should *never* be shared with:

- Internal recruiters
- A company's HR staff
- A hiring manager

There are numerous reasons for this that we cover in the Marketing Plan Workshop, but basically your Marketing Plan is *your* document to help you with your job search. It is not a document to share with potential employers in lieu of or in addition to your resume. When you speak to an employer, you will want to convince them that their company / organization is *the* place where you want to work: therefore, you do not want to show them the other companies you are targeting.

This workbook takes you step-by-step through the seven sections of a Marketing Plan:

- Contact Information
- Professional Objective
- Preferred Titles
- Positioning Statement
- Competencies
- Target Market
- Target Companies

Each section explains the purpose, provides examples and offers tips to stimulate your thinking, and ends with space to draft that section or jot down some key phrases or thoughts you want to include in your plan. To produce your Marketing Plan, download the template from CNM's meetup.com site; instructions are in the Appendix – Resources.

The Appendix provides four sample Marketing Plans and Resources. The first three sample plans follow the same format presented in this workbook; the fourth offers an alternative one-page format (a “Networking Brief”) that may be more appropriate for more experienced job searchers seeking upper management or executive positions.

Section 1: CONTACT INFORMATION

At the top of your Marketing Plan, you want to provide your name, city, state, a phone number (preferably your cell phone), email address and possibly the URL for your LinkedIn profile. Do not list your street address since you do not know who may eventually read the plan. (This is a good habit to follow with your resume as well and helps reduce the risk of identity theft.) In terms of formatting, you may wish to separate your contact information from the body of the document with a line.

Example:

ROBIN SMITH
Fairfax, Virginia 22046
703-555-5555 – robin.smith@gmail.com – www.linkedin/in/Robin.Smith

Note that the LinkedIn address has been personalized to help make it easier for potential employers to find and remember you. If you do not know how to do this, see one of CNM's LinkedIn team members who can help you.

Section 2: PROFESSIONAL OBJECTIVE

This is your professional headline: a brief statement (no more than 2 lines) indicating the type of position you are seeking (**your "IT" job**). It should be focused and contain your professional identity, experience and primary skills. It may be the same as or a variation of your LinkedIn headline.

Example 1: Project Manager

Project Manager in IT Systems Development – Product Development

Example 2: HR Manager

Experienced Human Resources Manager / Generalist – Strategic business partner – Highly effective services provider – Internal consultant / advisor to senior management

Example 3: Office Manager

Experienced Office Manager – Extremely Organized – Multi-Tasker

Some questions to ask :

- What are some key phrases that are elements of your perfect job?
- What are your most important experiences and skills?
- What functional (e.g., Accounting, Sales, Marketing) or industry key words apply to you?
- What does your resume say about the job you are seeking?

Draft your Professional Objective or jot down words/ phrases you might want to include.

Section 3: PREFERRED TITLES

List three to six job titles that you consider yourself qualified and are seeking.

Example 1: Manager

- Project Manager
- Program Manager
- Client Relations Manager

Example 2: HR Manager

- Human Resources Director
- Human Resources Manager
- Human Resources Administrator
- Human Resources Generalist

Example 3: Office Manager

- Office Manager
- Office Coordinator
- Operations Coordinator

Some questions to ask:

- What job titles have you had in previous positions? What job titles do you aspire to attain?

Tip: Because the span of control for different level titles (e.g., Supervisor, Manager, and Director) will vary according to the size of the organization, you might want to include more than one level. However, if you are focused on a particular size of organization and know the minimum level you are willing to accept, lead with that position but also include some alternatives.

- What job titles are catching your eye on job boards (e.g., Indeed, Career Builder or Monster), and which would be best suited for your search?

Although internet job listings are not the best way to find jobs (see earlier comments on page 3), they can help to know the latest job titles in your field, e.g., “Recruiter” has morphed into many different job titles such as “Talent Acquisition Manager”.

Tip: If you are having difficulty thinking of job titles, search job boards using key words in your functional/ industry/ expertise area and look at the job titles of available positions. You can also search in LinkedIn using some keywords related to your professional functional area/ industry/ expertise area and then look at the job titles in the profiles of the search results.

List some job titles for which you are qualified, and which you may have already had or are searching.

Section 4: POSITIONING STATEMENT

Your Positioning Statement is a brief statement (four to five lines) summarizing your “personal brand” / your unique value proposition: what you can do for a prospective employer that sets you apart from any other job candidate and is the reason why an employer should hire you and not anyone else. This could be a condensed form of your Elevator speech and incorporate some of your LinkedIn summary. Your Statement should include information about your professional identity, specific experience and unique skills.

Tip: If you are having a difficult time understanding what a “personal brand” is, Google that term (using the quotes) to find more information. Or refer to the post workshop email that we send out.

Note: Your brand / unique value proposition should be consistent in your resume, LinkedIn profile, and Elevator Speech.

Example 1: Project Manager

An experienced project manager, I have led teams to implement commercial off-the-shelf (COTS) systems as well as managing product development. A proven ability to keep development teams focused and productive has translated into a consistent track record of on-time and under budget delivery. An uncanny ability of being able to anticipate problems and take steps to mitigate their impact plus the skill to quickly resolve problems have translated into strong client relationships. In a previous company, I was known as the engineers’ favorite project manager.

Example 2: HR Manager

I am an experienced Human Resources Professional with proven success in multiple industries. My track record is that of a creative problem solver who can produce superior results through strategic leadership and effective communications..

Example 3: Office Manager

As an experienced Office Manager, I have a proven track record ensuring that an organization functions smoothly, with no gaps of service to customers / clients and internal departments. A resourceful problem solver, I have built strong, collaborative relationships internally and externally, and vendors will tell you I am an effective negotiator.

Some questions to ask:

- What do you find easy and fun that others do not?
- What assignments or tasks do you gravitate towards and want to do first?
- What have you done on a consistent basis that sets you apart from your colleagues?
- If you’ve kept copies of past performance appraisals / reviews, refer to them to see what previous managers what key attributes or skills previous bosses praised you for?

Ask friends and former colleagues for their input:

- What do they remember you for as the “go-to” person?
- What did they value in having you as a team member?
- What do they think were your key competencies and unique skills?

Draft your Positioning Statement or jot down phrases, points that you want to include.

Section 5: COMPETENCIES

Competencies are areas of expertise and skills that are often associated with professional functional areas such as Sales, Marketing, Finance or Operations. Think of the various positions you have held and then the skills, expertise and personal traits you demonstrated in each. You want to identify what you can offer a prospective employer.

Group your skills under three to four competencies or areas of expertise (as column headers in the table) and provide at least three skills / or personal traits for each.

Example 1: Project Manager

Project Management	Management	Communications
Project Delivery on Time and Budget	Coaching	Problem Resolution
Meeting Project Schedule	Strong Client Relationships	Stakeholder Briefings
Budget Adherence	Change Management	Meeting Facilitation
Contingency Planning	Problem Anticipation and Resolution	Listening to Stakeholders, Clients and Team

Example 2: HR Manager

Management & Administration	Planning & Design	Financial	Communication & Training
Strategic Leadership & Execution	Project Management	Departmental Budgets	Performance Management
Coaching & Development	Meeting Deadlines	Internal Audit Compliance	Talent Management
Employee Relations	Time Management	Vendor Management	Client & Stakeholder Relationships
Compliance			
HR Policy Interpretation			

Example 3: Office Manager

Organizational Skills	Communications	Operations	Management
Time Management	Vendor Management	Travel & Event Coordination	Administrative Staff Supervision
Meeting Deadlines	Customer Service	Billing & Accounts Receivable	Coaching
Calendar Maintenance	Meeting Facilitation	Credit Card Reconciliation	Budgeting

Some questions to ask:

- What do I like to do?
- What are my strongest skills that I enjoy using?
- What have I been the “go to person” for in previous positions?
- What accomplishments am I most proud of and what skills did it take to accomplish them?
- What skills are companies on my Target List looking for and of those, which ones do I possess?
- What skills can I substantiate with a Situation / Action / Result (SAR) story?
- What were my results from Strength Finders 2.0 (by Tom Rath)?
- What were my results from completing the Spiritual Gifts Survey in CNM’s Job Search Manual?

Tip: You may be able to transcribe your Skills and Competencies from your resume or at least use that as a starting point.

Section 6: TARGET MARKET

As part of your job search, you need to define the type of company or organization for which you wish to work. This enables you to evaluate target companies for their fit: discard those that are not a match and focus on those that are. This assessment is the *other* side of what potential employers do in the interviewing process; just as they evaluate your fit to their organization, so you should do the same to make sure the company fits you as well. You want to know what defines “fit” for you so you can concentrate on companies that match your criteria.

Your criteria for identifying your target market should include (but not be limited to) the following:

- Geographic Preference
- Industry Type
- Company Size
- Company Culture

Geographic Preference

The Washington Metropolitan Area is quite large and has significant commuting challenges. It is important to determine how close to home you want to work, or put another way, how long of a commute you are willing to have, and, how much it matters to you. This will be useful later as criteria for assessing the companies on your target list.

Example:

DC Metropolitan Area preferably near public transportation

Some questions to ask:

- Do I want to work only in Northern Virginia, Maryland, DC, a regional subset of these, or am I open to the entire DC Metropolitan Area?
- How far (in miles or commute time) am I willing to travel to and from my job?
- Is access to public transportation a factor?
- Am I willing to accept a job that requires travel out of town, and if so, what percentage of the time?
- Am I willing to re-locate?

Jot down your geographic preferences.

Industry Type

List the industries and / or sectors in which you would like to work. It may include ones in which you have worked before, or other industries where you can apply your experience and skills. Your preference may not be industry specific. For example, HR or Finance professionals may have no industry preference. If you have none, think in terms of sectors: the private sector (for profit companies), public sector which may include government contracting, or non-profit / mission-directed.

Example:

Banking, Health Care, Education, Non-Profit; and Local Government

Company Size

You can define the size of the company you wish to work for by using either the number of employees or the annual revenue as criteria.

Example:

More than 1,000 employees

AND / OR

More than \$500 million in revenue

Remember, what constitutes a “large” company to one person may not necessarily match what is considered “large” to someone else. For instance, a person who has spent several years working for a “large” nonprofit may consider several hundred employees to be a sizable organization, whereas someone working for a Fortune 500 firm with thousands of employees across the globe would regard it as “small.”

Jot down your preferred company / organization size.

Company Culture

While company culture may not be mandatory in selecting your target companies, it should be important in determining your top choices. Examples of company culture attributes that might be important for you to consider may include:

- Collegial atmosphere
- Informal Dress
- Integrity
- Open Communication
- Innovative
- Customer Focused
- Values Innovation

Some questions to ask:

- Where have I been happiest? Why?
- What is important to me about the company I work for?
- What is its mission?
- What is the internal communication style?
- What is the process for conducting performance reviews?
- How are decisions made?
- What are its values and how are they manifested?
- What is its level of involvement in the community?
- Does it encourage employees to make suggestions?
- How does it treat its customers and what value does it place on responding to customer concerns?

Tip: These questions are also useful for researching the corporate culture of a target company when you talk with a current or former employee. Remember that former employees may be more candid about their experiences and therefore may be especially good resources.

Jot down what is important to you in a company or organization for which you want to work.

Section 7: TARGET LIST OF COMPANIES

Your Target List should contain 20 to 25 companies for whom you would like to work based on the criteria you developed in the Target Market section of your Marketing Plan.

A Target List involves three activities:

1. Identifying potential companies
2. Researching those companies to evaluate if they are a fit and therefore should remain on your list
3. Networking to develop contacts at each company /organization

Tip: Developing your Target Market and your Target List of Companies is an iterative, ongoing process and will evolve.

1. Identify Potential Companies

How do you find companies for this list?

- LinkedIn
Use key words or your Preferred Job Titles to search for kindred folks on LinkedIn. Analyze the profiles that are returned and look closely at the current and past employers for potential companies to add to your target list. Remember that LinkedIn is fundamentally a database and with research, yields amazing information. LinkedIn has eliminated the Advanced Search but now supports Boolean search. To find out more about how to use search techniques, go to the Help Center (click on “Me” under your picture in the top bar, then click on “Help Center”) and in the search box, type Boolean search).
- The employers of fellow members Industry and/or Professional Groups you have joined
- In the News:
 - *Washington Post*: the Capital Business Section in Section A of Monday’s paper and the separate Business section on Sundays; online stories
 - *Washington Business Journal* (most local libraries subscribe)
 - *Washington Business Journal’s* annual Book of Lists (published annually, check with your library to see if they have it)
 - Tech Wire Media Group’s *Potomac Tech Wire*, a free daily email newsletter that summarizes business of technology news in the Washington, DC area. Sign up at www.potomactechwire.com/
 - The Washington Exec website has news of execs, companies, and contract awards. It publishes an email newsletter. Sign up at www.washingtonexec.com/
- Economic Development Organizations
Virginia and Maryland counties and the city of Washington have economic development organizations whose mission is to attract new businesses and assist existing business to expand.

Fairfax County’s Economic Development Authority is perhaps the best of class in the area. Established over 50 years ago, it offers a range of services and information to the business community, and useful to job seekers as well. Its website has extensive information including lists of the County’s fast-growing companies mentioned in national publications such as *Inc.* One of its publications is the E-Bird, a twice-weekly email with news about companies located in or doing business in Fairfax County. Each item has a link to the

original publication source. Sign up on its website: <http://www.fairfaxcountyeda.org/> under Publications.

Categorize your list of companies by industry / sector, or job title. Your category headings will vary depending on the number and types of companies you include on your list.

You may want to complete two Target Lists of Companies, one by industry / sector and one by job title. This will depend on what you want to communicate to each networking contact.

Examples of category headings:

Example 1: Project Manager

For Industries / Sectors

Health Care	Education	Non-Profit	Other Corporate
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For Job Titles

Project Manager	Program Manager	Project Director
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Example 2: HR Manager

For Industries / Sectors

Banking	Health Care	Education	Government
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For Job Titles

HR Director	HR Manager	HR Administrator	HR Generalist
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Example 3: Office Manager

For Industries / Sectors

Non-Profit or Association	Insurance	Small / Medium Sized Companies	Small Professional Services Companies
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For Job Titles

Office Manager	Office Coordinator	Operations Coordinator
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Start your list of Target Companies, categorized by Industry/ Sector or Job Titles.

For Industries / Sectors

For Job Titles

Tip: You should have a strategy in mind for selecting your industry / sector headings. For example, because you already have experience in that industry or sector; or, you know from your research that your skills are in demand in those industries.

2. Research the companies to determine fit

After identifying companies, how do you refine the list?

- Apply your Target Market criteria to these companies to determine fit
 - Research the company / their business, including:
 - Products and/or Services
 - Customer Profile
 - Competitors
- Resources:
- Company website, including Investors' web page and the Annual Report
 - Google the company name
 - SEC database (sec.gov)
 - Local libraries
 - LinkedIn Company Information
- Research a company's culture, for example:
 - Median age of employees
 - Community or philanthropic activities
 - Decision-making style
 - What current and past employees have to say about the company
 - Treatment of employees (the benefits package is often a good indicator as well as other company events such as days off to volunteer for a local charity or non-profit)
 - Resources
 - Glassdoor.com
 - Vault.com
 - LinkedIn Company Information
 - Former employees
 - Networking contacts
 - Facebook / Branchout
 - Information Interviews

Tip: Much of this information will be helpful later in your preparation for interviews.

As you research, refine and develop contacts at your list of companies, the information you gather will help you to prioritize your list: those in which you have a keen interest in joining will rise to the top of the list and those of lesser interest will be lower.

Tip: As you refine this list of target companies and take off companies that you determine are not a fit, before deleting those companies, move that information to a separate document including the reason you are taking it off your list. You may come across one of those discarded companies again and you may want to know why you eliminated it from your target list. Circumstances may have changed such that you may want to reconsider it and restore it to your target list.

3. Network to Develop Contacts at Each Target Company

Your ultimate goal is to develop at least one solid, "warm" network contact at each company. A "warm" contact is someone who can alert you to job openings and deliver your resume to the hiring manager or internal recruiter.

Another compelling reason to develop a contact at each company: many companies offer internal referral bonuses to employees so if this is true for your target company, those employees are motivated to refer you for a job!

Networking Opportunities

- Professional / industry organizations' local chapter meetings
- Meetups: Join Meetup and search for groups (specify zip and radius location) in your profession or professional interests such as cyber security, bid data, Agile / Scrum. Or avocational pursuits: remember, every time you meet someone, it's an opportunity to build your network.
- Eventbrite: Do the same search(es) as mentioned above for Meetups. In Eventbrite one can filter for free events.
- Local alumnae chapters of your alma mater(s)
- Every time you're with other people!

Wrap Up

Now that you have completed your Marketing Plan:

Show it to a few folks who know you to obtain their feedback

Complete: research your target companies to determine fit and refine your list

Execute: go out and build your network; have coffees and share it.

GOOD LUCK in your job search!!!

APPENDIX: RESOURCES

Career Network Ministry (CNM)

Weekly meetings: Tuesdays @ 6:30pm

6:30 – 7:45: Resource Hour

- Small group support at tables, e.g., resume creation, elevator speech, interviewing skills, federal government job seekers, LinkedIn assistance etc.
- Workshops

8:00 – Main Program: Guest speaker

If you are not already a member, join CNM's Meetup Group to see meeting details and sign up for workshops.

Also, join Career Network's Ministry's LinkedIn group.

CNM's Job Search Manual

The Job Search Manual was revised and published in January 2015 and is continually updated. It is provided to CNM newcomers in their Orientation. If you have the pre-2015 version, stop by the Orientation table and request a copy of the latest version.

LinkedIn www.linkedin.com

For developing your professional network, researching people's careers and current/past employers, to follow target companies, and to participate in Discussion Groups (now called "Interests") to position one's self as a thought leader.

Business cards

- At cost for CNM members from a McLean Bible Church member, Will McGee
His company: 411 Print Consultants, 411pc@comcast.net, 703-477-2684 (You must mention that you are a member of CNM)
- Free or (almost): www.vistaprint.com
Note: The free cards have Vistaprint's logo so it is worth the small extra expense to have them printed without the logo.
Some additional low cost companies: Staples, gotprint.com, overnightprints.com, moo.com.
For more options, Google "business card printing".

Tracking Networking Contacts:

Keeping track of networking contacts, date of contact, key points discussed, follow up actions is critical to an organized job search. Using Excel or Word will serve this purpose. If you would like to have a software app, there are free customer relationship management apps (google "CRM") as well as an app developed specifically for job seekers: www.jibberjobber.com. Like LinkedIn, it has a free basic version and an upgraded version, \$60 / year).

Research Salaries:

Salary.com

Payscale.com

Jobstar.org for government, non-profit, and other salary links

Glassdoor.com encourages people to post salary information anonymously for companies.
Some job sites such as monster.com and careerbuilder.com have salary calculators.

MARKETING PLAN EXAMPLE 1 (Used in Workshop): Project Manager

Name

City – State – Zip Code
Contact Telephone Number
Email Address

PROFESSIONAL OBJECTIVE

Project Manager in IT Systems Development – Product Development

PREFERRED TITLES

Project Manager
Program Manager

Product Development Manager
Client Relations Manager

POSITIONING STATEMENT

An experienced project manager, I have led teams to implement commercial off-the-shelf (COTS) systems as well as managing product development. A proven ability to keep development teams focused and productive has translated into a consistent track record of on-time and under budget delivery. An uncanny ability of being able to anticipate problems and take steps to mitigate their impact plus the skill to quickly resolve problems have translated into strong client relationships. In a previous company, I was known as the engineers' favorite project manager.

COMPETENCIES

Project Management	Management	Communications
Problem Anticipation	Coaching	Problem Resolution
Meeting Project Schedule	Strong Client Relationships	Stakeholder Briefings
Budget Adherence	Change Management	Meeting Facilitation
Contingency Planning	Employee Development	Listening to Stakeholders, Clients and Team

TARGET MARKET

Geographic Preference

DC (near Metro)
VA: Alexandria, Arlington, and Fairfax

Industry Type

Professional Services / Consulting
High Tech Company

Company Size

Greater than 100 and less than 5,000

Company Culture

- Collaborative atmosphere, valuing of team approach
- Open Communication; willingness to hear divergent approaches
- Innovative
- Customer Focus

TARGET LIST OF COMPANIES

Professional Services / Consulting	High Tech

TARGET MARKET

Geographic: DC Metropolitan Area

Industries: Banking, Health Care, Education, Government

Company Size: Greater than 100 employees

Culture: Collegial Atmosphere

Integrity

Open Communication

Innovative

Customer Focus

TARGET LIST OF COMPANIES

Banking	Health Care	Education	Government

MARKETING PLAN EXAMPLE 3: Office Manager

Name

City – State – Zip Code
 Contact Telephone Number
 Email Address

PROFESSIONAL OBJECTIVE

Experienced Office Manager – Extremely Organized - Multi Tasker

PREFERRED TITLES

Office Manager

Office Coordinator

Operations Coordinator

POSITIONING STATEMENT

As an experienced Office Manager, I have a proven track record ensuring that an organization functions smoothly, with no gaps of service to customers / clients and internal departments. A resourceful problem solver, I have built strong, collaborative relationships internally and externally, and vendors will tell you I am an effective negotiator.

COMPETENCIES

Organizational Skills	Communications	Operations	Management
Time Management	Vendor Management	Travel & Event Coordination	Administrative Staff Supervision
Meeting Deadlines	Customer Service	Billing & Accounts Receivable	Coaching
Calendar Maintenance	Meeting Facilitation	Credit Card Reconciliation	Budgeting

TARGET MARKET

Geographic Preference

DC (near Metro)
VA: Alexandria, Arlington, and Fairfax

Industry Type

Non – Profit or Association
Insurance
Small / Medium Sized Companies
Small Professional Services Company

Company Size

Less than 400

Company Culture

Congenial atmosphere
Innovative
Customer Service Focus

TARGET LIST OF COMPANIES

Non-Profit or Association	Insurance	Small / Medium Sized Companies	Small Professional Services Companies

MARKETING PLAN EXAMPLE 4: One-Page Networking Brief

NAME – NETWORKING BRIEF

703.555-5555

City, VA

youremail@gmail.com

PROFILE

Business development, sales, marketing, and channel management executive with entrepreneurial instincts in: wireless, broadcast, and mobile industries. Especially effective in strategic and international partnership development. Able to deliver on high value (\$250MM+) deals. Complimentary sense of key processes to drive globally deployed 30+ member teams. Fluent in Spanish, Portuguese, and French. Prior Air Force systems development and acquisition experience.

RELEVANT ACCOMPLISHMENTS

- Engaged strategic partners to develop a 4G mobile wireless broadband platform. Developed market penetration sales strategies and business models working together with wireless carriers; regional local exchange carriers (RLECs), International telcos, and cable operators to support partnership discussions.
- Crafted and managed global channel strategy for digital processing technology serving: TELCO, cable, and broadcast networks; broadened company sales 150% over two years.
- Initiated product market development for private networks with system integrators. Pursued new sales initiatives for: IPTV, distance learning, and digital signage. Promoted multi-million dollar sales with North America's largest content distributor.
- Architected multi-million dollar campaign for satellite systems in Hong Kong, Beijing, and Mexico. Built demand models and financial pricing tool for competitive bids in \$100+MM sales.
- Managed 36 direct reports in Sales and Marketing at Loral Space Systems. Re-engineered vision for 20+ person marketing and sales team at SATMEX, a Mexican based satellite operation.
- Developed communications and aerospace systems as a US Air Force officer. Military attaché in Brazil. Security Clearance: Top Secret SCI, SCA – expired in 2001.

TARGET POSITIONS

- Business Development
- Sales
- Marketing
- Channel Management
- Strategic Partnership /Channel Mgt
- International Business
 - Europe, Latin America & Asia Pacific

TARGET INDUSTRIES

- System Integration / Defense Contracting
- Mobile Wireless, Cable and Satellite
 - Operators / Vendors / Consulting
- Mobile Marketing Applications

TARGET COMPANIES

TARGET CONTACTS

- Chief Strategy Officer
- CFO- Investment Partners
- VP of Business Development / Sales

STRENGTHS

- Visionary / Strategic thinker / out of the box
- Enthusiasm
- Business Development / Marketing
- Languages – Spanish, Portuguese, French
- Prior Air Force officer - Systems Acquisitions, Intel

TARGET GOALS

- Execute growth
- Form Strategic Partnerships
- Expand International Markets

PROFESSIONAL AFFILIATIONS

- Northern VA Technology Council (NVTC), Social Media, and International Committee
- TelecomHUB, Board of Advisors, Corporate Social Media Networking
- Society of Satellite Professionals International (SSPI)



Developed by CNM Members: John Franklin, Jim Landry, and Francine Tolson
Updated January 2018