

PERSONAL MARKETING PLAN

MODULE II: COMMUNICATION STRATEGY

Positioning:

The Ultimate Communication Strategy

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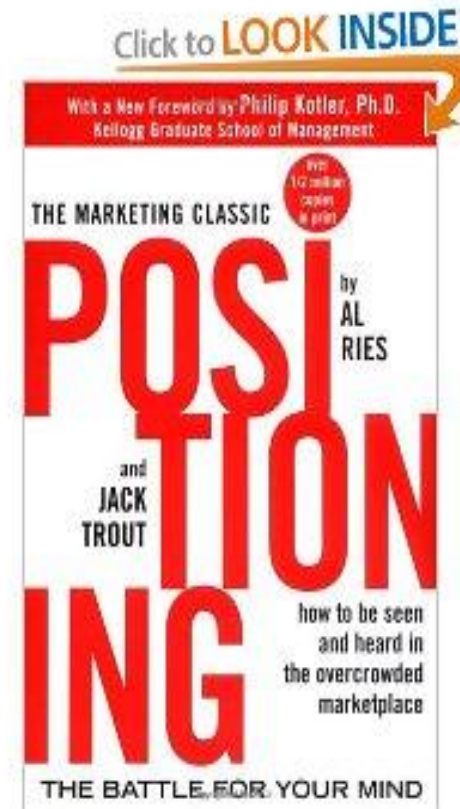
Positioning - Definition

- Communicating your “brand”
- A marketing strategy that aims to make a brand occupy a distinct position *relative to competing brands*
- Image
- Distinguishing features
- Real benefits



Positioning - History

- Al Reis and Jack Trout (1981)
- *How to be seen and heard in an overcrowded marketplace*
- Finding a “window into the mind”
- Timing
- Circumstances
- Preparation and Planning



Famous Positioning Statements

“Man’s got to know his limitations”

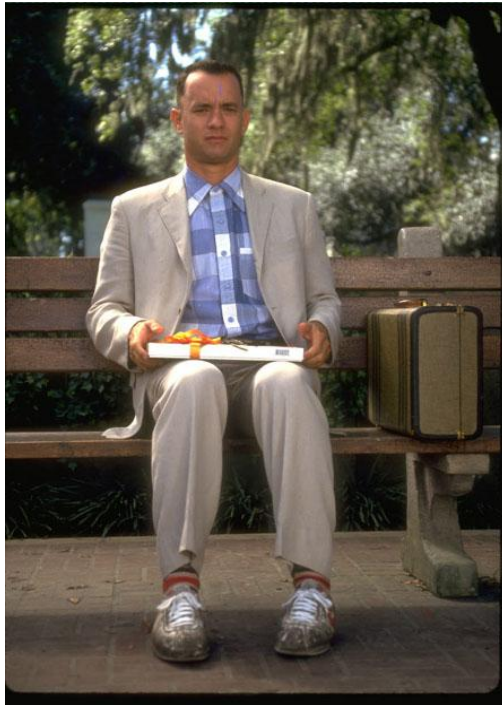


“I’m going to make him an offer he can’t refuse.”



Famous Positioning Statements

'Life is like a box of chocolates; you never know what you're gonna get.'



"Dave, this conversation can serve no purpose anymore. Goodbye."



Positioning Message/Audience

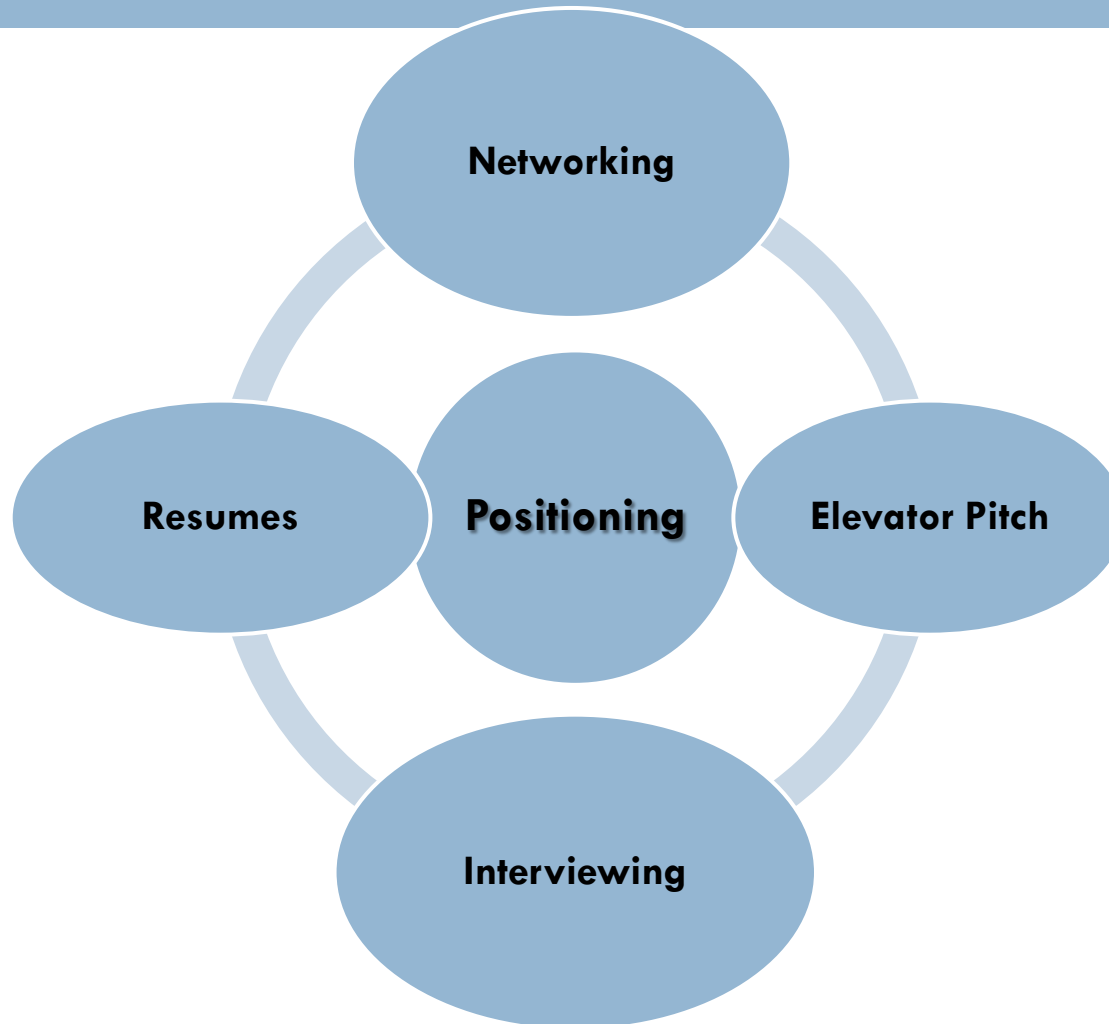
□ Message

- Brief
- Core Value
- Simple
- Visual Image
- Memorable
- Quotable

□ Audience

- Limited
 - Attention Span
 - Listening Capacity
 - Patience
 - “Bottom Line”

Career Management: The “Positioning” of Positioning



Positioning and Networking

- Introduction
 - ▣ Handshake
 - ▣ Business Card
 - ▣ Verbal Expression
 - ▣ Body Language
- Listening
 - ▣ Level of interest
- Followup
 - ▣ Business practice



Positioning and Elevator Pitch

- Verbal Summary
 - ▣ Clear and concise
 - ▣ Past, present, future
 - ▣ Differentiation by **creating interest**
 - ▣ *Generates questions*
- Body Language
 - ▣ Relaxed but attentive
 - ▣ Open and welcoming
 - ▣ Eye contact



Positioning and Resume Building

- *How does your resume represent you?*
- Format
 - ▣ Easy to read
 - ▣ Whitespace
 - ▣ Narrative
- Written Expression
 - ▣ Differentiation
 - ▣ Highlights
 - ▣ Brevity
 - ▣ Word Power



Positioning and Interviewing

□ Differentiation:

- Authentic
- Collected and Relaxed
- Facial expression and body language
- Process
 - Covers main points
- Conversational
 - Put Interviewer at ease



Contemporary Positioning: Message and Media

- Social Media
- *“The Medium is the Message”*
- Implementation of your Positioning Strategy
- *“It’s not just what you know, it’s who you know.”*
 - *Internal vs External Strategies*



Contemporary Positioning: Message and Media

□ Positioning

□ Pull Strategy

- Profile
- Brand strength
- Differentiation
- *“Be The Hunted”*

□ Push Strategy

- Participation
- Contribution
- Sharing



Social Media Booklist

- The Social Media Bible by Lon Safko (2nd edition)
- The Shallows: What The Internet is Doing to Our Brains by Nicholas Carr
- Alone Together: Why We Expect More From Technology and Less From Each Other by Sherry Turkle
- The New Community Rules: Marketing On The Social Web by Tamar Weinberg

