

## **Tips to Marketing Yourself: It's not about resumes**

### **The myth of Hard Work**

1. It's not what you know; it's who you know.
2. The person most likely to be promoted is the political, not the producer.

### **Playing with People you Don't Like**

In choosing a team, men will choose qualities they need without regard to whether a man is a good human being. Women choose to be with people who are nice and whom they can trust. Personality has nothing to do with it. Men only need to be friendly—they aren't looking for friends. Personal feelings are beside the point.

### **The Meaning of Success**

A man knows who and what the competition is: "I want to become VP before Joe Smith." A woman has Madison Ave. to contend with—the Perfect person. What is the meaning of success? Where do you want your career to take you?

### **Bosses**

Choose a good boss over a good job. Bosses promote whom they like. Make the boss look good.

### **Learn to sell yourself**

Women are judged by women's behavior; they can't be as forthright as men in discussing their successes because it's seen as bragging.

### **Here's what you can do**

1. Your weekly report should show how well you are doing
2. Ask a colleague/mentor for feedback on a project in order to let him/her know how well it's going.
3. Get to know people inside your PR department (Get your name and projects in the company newsletter or in the business section about any achievements or promotions.)
4. Get invited to meetings where you can let other groups know what your group is doing.

### **Network**

1. Those whose opinions are valued by higher ups (Name: \_\_\_\_\_ )
2. Those who control information (Name: \_\_\_\_\_ )
3. Those who control budgets (Name: \_\_\_\_\_ )

### **Do your homework:**

Professional Organizations publish salary surveys every few years, look in the local paper, the NY Times or WSJ. Talk to colleagues in different companies about their salaries. Typically men request more than women.

**Don't ask for what you need. Ask for what you deserve.**

1. Don't assume there's no money in the budget
2. Don't assume your boss knows how well you're doing.
3. What does the corporate culture value?
4. Power doesn't come with a title. Your ability to make decisions and control resources will give you power. Ask: What will be my budget?
5. Rules for Negotiating Salary:
  1. Tell headhunters what it will take for you to move to a new position (not what you're currently making.)
  2. If the salary is inadequate, look for perks to sweeten the pie- (stock options)
  3. Say, "I'd really like to work for you; here's my dilemma. The other company I'm interviewing with is paying \$15k more, but this job offers more of a chance to be creative—is there any way we can work this out.