

Step 1: Know your value

You're the only one who can talk about you! To market yourself successfully to employers, you need to know your strengths and what you have to offer. The [CliftonStrengths](#) instrument can help you identify your top five talent themes/strengths.

Step 2: Put your strengths in your own words

watch the videos to figure out what each strength means.
So what? Figure out how each strength might be useful to you.

For example, instead of just saying "I have worked with a large and effective and broad social network" or "I'm a skilled negotiator," say "I've worked with a large and effective and broad social network" or "I've negotiated with prospects."

Step 3: Prove it

You'll always want to think about how you can make someone believe that you truly possess the talents and skills you claim to have. Be prepared to provide specific examples that back up the strengths you share. Stories and specific examples make you credible.

Step 4: Develop a Game Plan – Your 30-Second Commercial

At job fairs and other networking events, you'll only have a short amount of time to talk with employers and make a positive first impression. Going in with a game plan will ensure you're able to make the most of each interaction.

Research the individuals/employers you're interested in before the event and work on developing your [30-Second Commercial \(PDF\)](#) being sure to integrate your strengths.

Using this template can be helpful.

Hi, my name is Alex (NAME) and I'm a junior studying business administration with a concentration in marketing **(EDUCATIONAL INFORMATION)**. I'm preparing to go into marketing and currently serve as the Marketing Chair for TU Habitat for Humanity and had an internship as a marketing intern last summer with Company X **(RELEVANT EXPERIENCE)**. I've been told that I'm adept at spotting relevant patterns and issues (AKA: Strategic), I love solving problems (AKA: Restorative), and have a strong work ethic (AKA: Achiever) **(STRENGTHS IN YOUR OWN WORDS)**. I see you're here today recruiting interns and I'd love to learn more about your opportunities and how someone like me might fit into your organization.