

“Personal Marketing, International Networks & Entrepreneurship”



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An Entrepreneurial Story....



...In Portugal!

Summary of Today's Lecture

- What is personal marketing?
- Dynamics of a personal brand: specialization; leadership; authenticity; visibility; persistence
- Importance of managing and using a business/social network in the entrepreneurial process

Dynamics of a Personal Brand

- Specialization;
- Leadership;
- Authenticity;
- Visibility;
- Persistence

What is Personal Marketing?

Marketing's 4 Ps:

- Product
- Price
- Place
- Promotion

What is Personal Marketing?

Marketing's 4 Ps:

- Product – You
- Price – Salary or Price point for your services/products
- Place – Location, location, location
- Promotion – target market, positioning & marketing mix

Personal Marketing

- The concept of positioning can have equal meaning in the context of employment and the marketing of oneself
- Using a network & using online tools for marketing

Networking: What is it? & What is it about?

Q: What is Social/Business Networking?

A: A reciprocal process of *karma* through which you connect yourself to others in the world around you.

REALITY CHECK: The World is Interconnected – So Get Plugged In!

Q: What is Networking About?

A: Sharing ideas, information, experiences, advice and building friendships & knowledge

IT IS NOT ABOUT: Manipulation, using people for an ends nor can it EVER be a substitution for hard-work or excellence!

The Networker's Code

- The Golden Rule – Do unto others as you wish to be done unto you.
- It is deposits in the *Karmic Bank*

THIS IS NOT A $1 + 1 = 2$ EQUATION

- Try and network *tit-for-tat* and you will find very limited success There is no *quid pro quo!*
- Social and Business Networking is an open, expansive system
 - make the “calculation” and you will definitely lose the big number

Some Guidelines to Remember

- We can say that 80% of networking is just staying in touch!
- Build your network before you need it
 - People can *smell* an agenda
- Look for opportunities that others are missing – even in your company!
- It is OKAY to ask others for help
 - In fact it is can be incredibly flattering for someone when you ask them for help or advice

What is Networking?

Networking is the ability to create and maintain an effective, widely based system of resources that works to the mutual benefit of oneself and others

Establishing & **maintaining** lines of communication with people

Thank You