

# Messenger Associates, Inc.

May, 2009 Newsletter

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## MAI News:

Messenger Associates welcomes Cathy Crosky to our growing team of talented consultants. Cathy has had 12 years of experience coaching individuals through career transition and will be serving clients in the greater Albany, NY area.

## Develop a Personal Brand Campaign

Look at the clothes you're wearing, or the cup your beverage comes in. Everywhere you look you will see some kind of brand! Job seekers can use this same concept to market themselves. Tom Peters offers some very useful insights on personal branding in "A Brand Called You."

- **Stand out.** Identify the qualities and characteristics that make you distinctive. Continually hone your skills and image to become a brand that stands out.
- **Differentiate.** Figure out what you offer that is different or better than your competition in the job market. Become relentlessly focused on what you do that adds value.
- **Increase your visibility.** Network, volunteer, or try your hand at teaching, training, or writing. Increase the opportunity for other people to seek you out.
- **Marketing.** Use your networking partners to build word of mouth buzz about your brand. Launch an all-out campaign to communicate and market brand "You."

Like it or not, each one of us is the CEO of our own brand. Once you know exactly what you're selling, waste no time promoting the key features of your brand and building up your market.

## Free Resume Printing for Job Seekers

Staples and CareerBuilder have launched a nationwide promotion to help the unemployed. Now through June 13, all Staples locations are offering job seekers 20 free copies of their resume and 40 free instant business cards. For more information visit

[Staples.com](http://Staples.com).

## Points to Ponder

"The greatest test of courage on earth is to bear defeat without losing heart." ~ Robert G. Ingersoll