

Ask the Career Coach: Marketing Yourself

Trying social media can be scary, but it will help you in your job search.

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Dear Career Coach Lisa,

How do I market myself during my job search?

DP
Short Hills

Marketing yourself during a job search can be overwhelming today. Technology is an excellent tool to use to leverage your expertise and create a presence in your functional area and industry.

Technology in this context refers to social media. Social media is in its infancy but is rapidly evolving. Experimenting can be of great benefit if you know the message you want to communicate.

Communicating your message in written form, electronically (email, Tweet, IM) or verbally (in person, over the phone, video) are ways to share marketing information about you during a career transition. Many people communicate without a clear message in mind. It is crucial to know your message and clearly articulate it to a potential buyer of your services, whether for employment, consulting or building relationships for the future. Make sure your message is personalized and reflects your style. Humanize it to distinguish your character. Glitz and hype are not what you are trying to communicate, but rather your message and not somebody else's. Open a conversation and engage in dialogue to make it interactive.

Trying something new can elicit a sense of uncertainty, nervousness and even fear in the best of us. Pushing ourselves to overcome these feelings enable us to become better communicators and reach new opportunities. The journey is about learning about yourself and your capabilities. Think about how people come together during a crisis and rise to the occasion. Think about the Chilean mine workers who managed to maintain their perspective and stay alive under extraordinary conditions. We are all capable of rising to the occasion, if we allow ourselves. Afterwards, there is relief, a sense of accomplishment and/or celebration.

As you discover the power of social media and the importance it plays in communicating your message, you will determine how much you want to jump in. Think of it as a swimming pool you encountered last summer—do you jump in or just dip your toe in the water? How much you engage in social media as a tool is totally up to you.

Having resilience, endurance and being part of collective synergies involves being a continuous student of life. Never stop learning or wondering about the possibilities that life holds. If you feel overwhelmed, seek support from appropriate professionals and share knowledge with your family and friends. Create a learning environment where sharing is valued and being part of a collective group brings you energy. This way others watch your back while you watch theirs.

About this column: "Ask the Career Coach" is a column dedicated to those who may be in transition or wrestling with a career dilemma by providing a forum for advice. We welcome your questions. Please send them to CareerCoachLisa@gmail.com. Lisa Chenofsky Singer is a Millburn-Short Hills resident and the founder of Chenofsky Singer & Associates LLC. She offers Executive and Career Management Coaching and Human Resources Consulting, writes and speaks on job search and career-related topics. Her web site is www.ChenofskySinger.com.