

Step 1: Marketing Strategy

As a professional in any field, it is important to have an understanding of what a marketing plan is and why it is there. A marketing plan is an action-oriented document – or playbook – that guides the analysis, implementation, and control of marketing activities. In the next six steps, you will develop a marketing plan with a twist: the focus will be on how to market *yourself*!

Grab a notebook and let's get started!

Many businesses fail to execute on their marketing plans because they did not spend enough time clearly identifying what they wanted or expected to do. As a first step in developing your personal marketing plan, you will need to identify the specific objectives that you want to achieve. In developing these objectives, you should ask yourself:

- Where do I want to work?
- Where do I want to live?
- What kind of life do I want to have?
- How much will I need to earn to have that life?
- Do I need to back to school? If so, where and what program?

These questions will help you focus on what specific things you need to do to achieve your goals. The more clearly you define your objectives, the more likely you are to realize them.

Learner Task: *Clearly state 3-5 specific objectives for your future, and include a brief one- to two-sentence description of each objective.*