

Step 3: Positioning Yourself

This step in your Personal Branding Plan is all about the importance of targeting specific segments and developing a positioning strategy that appeals to those segments. Before you take on the task of applying these critical concepts to your plan, you may want to review the additional information on Targeting, Segmentation, and Positioning.

Once you've done that, refer back to the career objectives that you developed in Step 1. Next, think about and clearly articulate how you will position yourself for your target market. There are a limited number of openings for good jobs. To maximize your chances of success, you must plan ahead and position yourself properly in a very competitive environment. You should ask yourself questions such as:

- How can I best position myself for a job with one of these organizations?
- What experiences have I had that position me for the further education I want and the institutions I want to attend?

Learner Task: *Write a one-paragraph personal positioning statement that includes succinct answers to these questions.*