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UHL1432 English for Occupational Communication

Marketing Yourself

by

Nor Suhardiliana binti Sahar
Centre for Modern Languages and Human Sciences
liana@ump.edu.my



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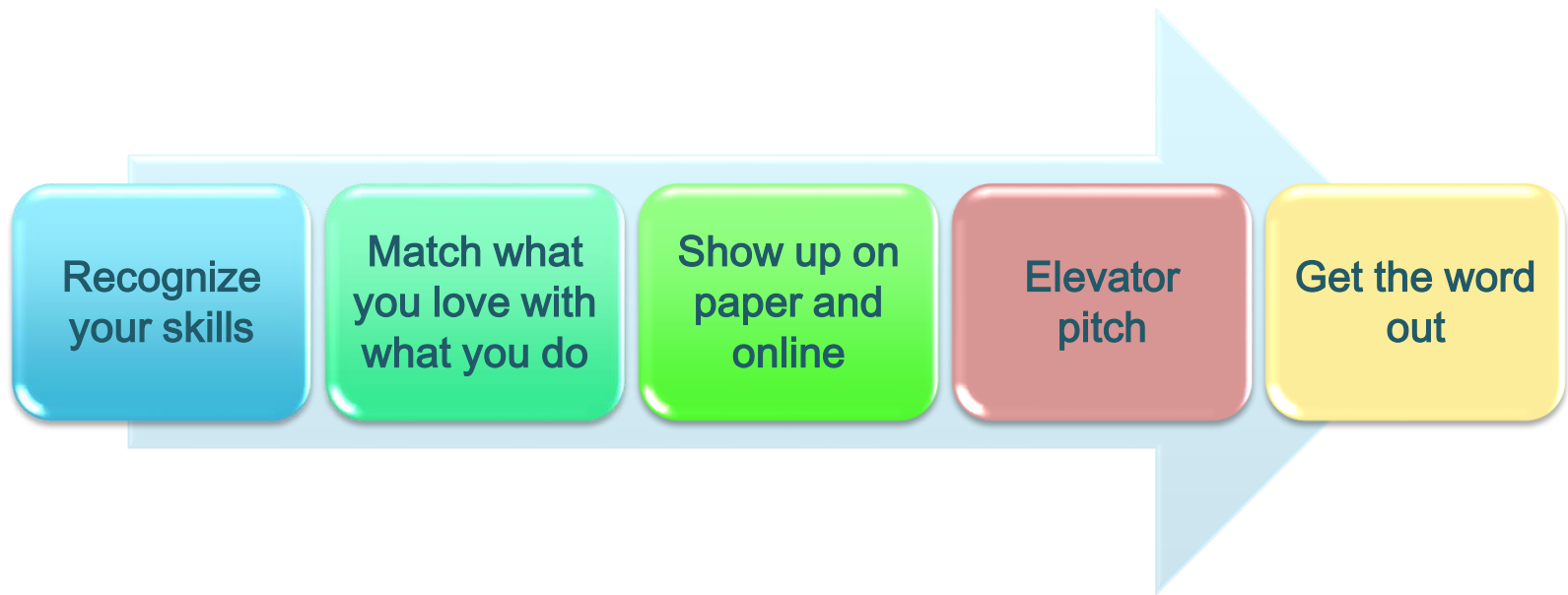
Communitising Technology

Chapter Description

- **Aims**
 - Can give a prepared straightforward presentation on a familiar topic.
- **Expected Outcomes**
 - Apply appropriate and accurate language in written and/or spoken communication.
 - Use appropriate and accurate content in written and/or spoken communication.
 - Demonstrate effective delivery strategies in spoken communication.
- **Assessment**
 - Individual oral presentation 10%



How to market yourself



Recognize your skills

- Do you KNOW you?
- Traits
 - In science, trait refers to characteristic that is caused by genetics.
 - E.g. Courage, loyal
- Skills
 - The ability to do something well – technical & soft skills



Recognize your skills

- Strengths
 - What do you do well - the ability to consistently provide near-perfect performance in a specific activity
- Passion
 - What drives you in your life? What makes life worth living for you?
- Network
 - Connection.



Match what you love with what you do

- Identify your passion.
- Identify the career that you think will suit you.
- Match your passion with the career that you have chosen.

- E.g:
 - Passion : Working with children
 - Career : Kindergaten teacher



Show up on paper and online

- Write a resume based on the points about yourself.
- Post your resume on career site like jobstreet.com and monster.com.
- You may also create a youtube channel for your professional life – start with a video resume



Elevator pitch

- A brief, persuasive speech that people use to sell their products.
- The duration of an elevator speech is between 20 – 30 second.
- An elevator speech is memorable, interesting and succinct.
- It describes how your product is unique and different from others.
- Note – elevator pitch is like riding an elevator – fast and brief.



Elevator pitch tips

- Identify your goal.
- Explain what you do.
- Communicate your unique selling point.
- Engage with a question.
- Put it all together.
- Practice.



Example of Elevator Pitch

<https://www.youtube.com/watch?v=gXwewPgLmkE>



<https://www.youtube.com/watch?v=i6O98o2FRHw>



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Get the word out

- Post your elevator pitch video online.
- You may want to include a link of your online (elevator pitch / video resume) video in your resume.
- Make connection – attend conferences or symposiums
- Create rapport with people from the industries



**YOU ARE READY.
IT'S TIME TO SOAR.**



Conclusion of The Chapter

- By the end of this lesson, students should be able to:
 - know how to market themselves
 - deliver an elevator speech



Reference

1. Crafting an Elevator Pitch. (n.d). Retrieved September 2, 2017, from <https://www.mindtools.com/pages/article/elevator-pitch.htm>
2. Rutberg, B. (2011, July 20). *Marketing Yourself*. Retrieved from <https://www.slideshare.net/BryanRWA/dbm-marketing-yourself-presentation>



Author Information

Nor Suhardiliana binti Sahar
Nurul Nadia binti Muhammad
Hanisah binti Bon @ Kasbon
Department of English Language,
Centre for Modern Languages and Human Sciences

