



Personal marketing websites can speed your search. Less than 1 in 100 job seekers develop a personal marketing website. However, it can make job hunting easier and faster.



## 6 Set up your personal marketing website

Take advantage of a personal marketing website... and drive people to it.

Job hunting is all about getting enough of the “right people” to look at your credentials. A “Personal Marketing Website”... **PMW for short**, is a website that presents your universal resume... and sometimes your biography... for those who wish to review it.

### What information should it contain?

When your PMW site opens, it should bring up a summary. This is the most important single menu selection. It should enable interested parties to view a brief summary about you... one that can be read in 20 to 30 seconds.

Your name and contact information should be at the top. Then the position (or positions) for which you are best qualified should be highlighted. After that you want a subset of key words that represent experience factors or skills that people normally want with the position you are seeking.

The remaining information in your summary should be the most marketable information about you. In terms of length, your full summary should be equivalent to about one-third of a normal 8-1/2 x 11 page. Besides a summary, you want a second menu button to enable people to click on to read a brief listing of your work experience and titles held. The third, fourth and fifth menu selections should also allow people to click to your education separately, as well as your full resume, and a button for download.

Create your personal marketing website in HTML... not in "Flash." The idea here is not to go wild and overdo your presentation. It may be impressive, but it will look like you are trying too hard. Also, including a photograph may be good if you are in a special situation, or perhaps in the broader entertainment industry, but it is usually not the approach that's best for most people.

**Here's how this works at our firm.** When we write resumes for our clients, we create a colorful, distinctive, and professional "Personal Marketing Website." Displaying one of the resumes we write... on the web... and in color... is an impressive way of presenting yourself. Once it's done, you essentially have a fast, no-cost way to get your presentation in front of the right decision makers.

**How?** Because you can simply send out emails with a link to your "Personal Marketing Website." All you need to do is get the names of decision makers... and emails of key employers... throughout the U.S.... or the world... in industries that are right for you... or in the area where you want to live.

### Can this make networking easier?

Networking can be effective, but most people don't like doing it. Now, however, for people you already know... all you do is send an email to let them know that you are open to new opportunities... and that you put up a new and unique "personal marketing website."

And, when people see your presentation, they will be far more impressed than anything you could ever have told them over the phone.

For those with access to our Job Market Access Center (JMAC), you can even comfortably network *people you don't know*. For example, you can quickly get the names

of alumni from your school who hold influential jobs... or others who worked with you some years ago... or executives in an industry or metro area... whose advice and referrals you'd appreciate.

### Can a PMW also be used for responding to ads?

Absolutely. Mention your link in a compelling email and you'll have a surefire way to dramatically stand out from everyone else who answers an ad.

What's the bottom line? If you're in the market today... and don't have a "Personal Marketing Website"... you will be searching with an unnecessary competitive disadvantage. Compared to just a few years ago... having a "Personal Marketing Website" is much more powerful... and valuable... than most people realize.

### What some people did with their personal marketing website

■ *"I have an MBA from Columbia University. I sent an email to 400 influential graduates of Columbia, here in New York. It was all I needed."*

■ *"I got the names and corporate emails of the top 100 ad agencies in England and sent an email with a link to all of them. 11 interviews resulted."*

■ *"I sent links to everyone on my LinkedIn site and asked them to forward it to anyone who might be interested."*

**“1-2%**  
of 100,000  
job seekers  
indicated that  
they have some  
version of a  
personal market-  
ing website.  
But the percent-  
age is growing  
rapidly. //

# All job hunters will eventually have a PMW\* ... you need to have one now! It's your power presentation!

\* Personal Marketing Website

Make it easy for as many people as possible to view your formal credentials... and especially your transferable skills. More than any single factor, having a personal marketing website will help make your job search easier, faster and more effective.

*"Nothing else in the world... all the armies... is so powerful as an idea whose time has come."*  
—Victor Hugo



## #6 RECAP

Set up your personal marketing website

It won't be long before these websites are used by almost everyone who seeks a new position. This includes professionals from \$50,000 to \$500,000+.

Personal marketing websites are enabling people to get far greater worldwide market exposure... in much less time... and with much less effort.

### Quick action steps for a PMW

We create and host PMW sites for all clients, but you can go to one of the webpage hosting firms, or retain a firm to design and host a site for you. Either way, follow the guidelines and use it aggressively when networking, answering ads, and contacting employer prospects.