

SELF-BRANDING

Be your own best publicist

JORDANA DIVON
Special to 24 hours

You may not think of yourself as a marketer, and you definitely don't see yourself as a commodity, but here's a status update: Anyone who regularly uses Facebook, posts blogs, or likes the sound of their own Tweets is engaged in a form of self-branding.

If you play it smart, this kind of personal declaration can lead to all sorts of professional opportunities.

The key, according to veteran publicists Jessica Kleiman and Meryl Weinsaft Cooper, is to adopt effective tools and strategies from the world of public relations.

« **Celebrities and politicians often employ teams to help craft and manage their personal brand, but you don't need to spend the money to hire a publicist.** »

— Jessica Kleiman

The New York City-based writers have packaged their combined 30 years of experience into *Be Your Own Publicist*, a guide for using PR techniques to get ahead in the workforce and beyond.

"Celebrities and politicians often employ teams to help

craft and manage their personal brand, but you don't need to spend the money to hire a publicist. You really can do it yourself," Kleiman says.

Here are five tips from Kleiman to help everyone stand out, from job hunters to promotion seekers:

Cover your bases

The first thing we do in PR when working on a new project is figure out our key messages that will help articulate our goal. This exercise will force you to articulate what makes you special and different.

And you can also ask other people how they would describe you. You're so hard on yourself, but to hear other people say what's great about you puts it into perspective, and then you can weave that information into your cover letter.

Just say no

In PR if we took the first "no," we would never get our job done. You have to be able to take rejection, move past it and keep going. That resilience is a really important quality to have.

You also have to believe in yourself and that you can add value to a company or to a client. If you believe that, often other people will believe it.

Budget cuts

You don't have to spend a lot of

money to look great. We recommend that people look to places like consignment shops, and flash sale sites (like HauteLook.com, which ships to Canada) that are basically online sample sales.

Also, as we go into spring the department stores start to mark down their spring merchandise. I'm a big believer in never paying retail.

Key signature

You want people to remember you, so we talk a lot about a signature style.

That may mean wearing all black, but you always wear vintage jewelry. Or maybe you always have a pop of colour. Orange is the colour of the season, so add a couple of shells or blouses.

Man-tastic style

For men, you want to have a classic suit in navy, black or charcoal grey. The thing that's great for guys is you can change up the shirt and tie, wear the same suit and no one will know.

Stick to a tie that is fairly classic like a stripe or a dot pattern in a high quality fabric. You don't want to wear novelty ties: Anything with cartoon characters goes in the garbage!

For more great tips, or information on how to order *Be Your Own Best Publicist*, visit beyourownbestpublicist.com.

That sexy res can bite you



Julie Tyios
Career Connect

You have your dream job in sight and you've spent hours crafting a great application. You've detailed skills and accomplishments with a list of points clearly conveying your knowledge and authority. In fact, you're almost starting to sound like ... an expert.

But be warned, while it's tempting to use powerful language to make a big impression, your claims need to be true. You can quickly finesse yourself out of an interview by using titles such as 'expert' and 'recognized authority' if you don't have the credentials to back them up.

"An expert is typically someone with a proven track record that is peer acknowledged," says Dr. Jack Muskat, an executive career coach at Rotman.

"They don't have to have grey hair, but their accomplishments have to rank pretty near the top of their field. It's better to use the word expertise, which connotes ability and humility at the same time."

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FULL-TIME POSITIONS SURGE IN MARCH

6 SURPRISING EMPLOYMENT RESULTS

Canada's economy unexpectedly lost jobs in March but a huge jump in full-time positions suggested solid economic growth and bolstered expectations the central bank will raise interest rates later this year. Statistics Canada reported last Friday net job losses of 1,500 in March, the first decline since September and a figure that was contrary to analyst forecasts for a gain of 26,500. But the report showed employers hired a whopping 90,600 full-time workers in the month, offset by a slightly bigger decline in part-time jobs. The unemployment rate dropped to 7.7% from 7.8% in February, as expected,

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