Step One: Start by brainstorming.

1. Pride Points: Examples of success & accomplishment in academic, volunteer, work, etc.

2. Descriptors: What makes you unique?
   - Professional: Skills, Experiences, Education
   - Personal: Characteristics, Qualities, Work Style

3. Area of Interest: Career focus, skills you are interested in using, potential career areas

4. Networking Goal: What information will be helpful to you? What do you want to leave with?
Step Two: Outline Your Personal Marketing Message:

**Introduction:** Name, Year in Pharmacy Program, Career Interest. *See #3 in Step One.*

**Main Marketing Message:** Include the 2-4 main qualities, experiences, or accomplishments that represent your brand. This should be what you want the person to remember about you. *See #1 and #2 in Step One.*

**Concluding Question/Statement:** This should be informed by your Networking Goal, such as a question about career paths or opportunities within the organization. *See #4 in Step One.*