

Personal Marketing Message Worksheet

University of Minnesota - College Pharmacy

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?



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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.



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