



# The Power of Marketing You

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No matter what field you work in, you need to be able to market yourself. Nothing reveals more about who you are than what you say about yourself. However, if you really want people to stand up and take notice then this is the book for you. You are your own product. What you have to offer potential employers is invaluable and it is up to you to advertise that correctly the first time around. Without solid marketing and presentation of your attributes you will never be afforded the opportunity to showcase your skills to the employer. Here is what I want to do for you I want to teach you the art of selling and marketing yourself. Boost your self-worth and demonstrate it to others Identify your most dynamic personal qualities Become a master of the fine art of listening and use it to get ahead on your job and in life. Listen to succeed Talk your way to success Influence and develop others into solid leaders.

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