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1. Packaging - Are you someone an employer would pick off the shelf?

- Social Media Profiles:** Update all your profiles to have a similar, professional profile picture. Do you have one? Do you need one?
- Job Titles** - What do other people with your job description call themselves at their organization? Does your title fit your role? Will others understand it?

2. Contents - What's in the box?

(What is the value that you bring as an employee?)

- Build Your Credibility:**
 - i. Does your company have employee profiles on their website? Is yours up to date?

- ii. Look for opportunities to get yourself on other websites, tagged in other social media, interviewed or published by other people. What are a few reasonable opportunities you can set as goals for yourself?

Build Your Skills:

- i. Stalk LinkedIn job postings and read descriptions of next-level positions in your field of choice. What is the next step in your career that is most appealing to you? What are the skills you need to get there?
- ii. How can you start honing those skills at your current job? What are a few actionable steps you can take in the next 6 months? In 1 year?

Dive Deeper on Social Media.

- i. What groups are you a part of? Where do you participate? What are your top photos, friends, and posts that people will see? Are any changes needed?

3. Ship Yourself Where You Want To Go:

- Is your resume or portfolio up to date? Are you chronicling or journaling somewhere consistent about what you are learning and accomplishing at your work? How can you make this a regular practice?
- Balance, relationships, and health are essential for success. Outside of work, what are a few ways you can keep yourself fresh? Do you need to invest in experiences? Relationships? Self care?

- Keep a digital rolodex, and be great a follow up. What tool can you use to keep track of all the awesome connections you're making now and in the future? A free CRM like Hubspot? A personal email account where you add and update contacts? Another option?

Final Thought:

The most successful people try to bring added value to every relationship. Sometimes, you'll see an immediate pay-off, sometimes it may take years. But once people have a positive experience, they will be happy to tell others, and they become your best marketing! They are selling YOU on your behalf! Now your box of "professional you" is essential being drop-shipped here you here, there and everywhere

The 3 steps above all build on each other so that you can bring the most value to your current position, and as well as to future opportunities. As long as you keep doing what you're doing, everyone who buys into you will be happy with the delivered product.

Happy Marketing!

- Captain Morgen



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