

Personal Marketing Strategy Worksheet

My own SWOT Analysis

My Strengths:

My Weaknesses/Areas for Improvement:

What characteristics/opportunities am I looking for in a position/school/location?

Short-term first position, permanent home position

City/urban/rural/university town/diversity of community

Cost of living/recreation or hobby opportunities nearby

Single life/married with family life or schools

East Coast/West Coast/South/Midwest/ANY

Private/public university

Financial climate at the university

Benefits/retirement/dependent waiver for tuition

Work VISA (H1B) paid by university: Yes, No, ANY

Reputation of the School/Department

Graduate Program in the Department: Yes, No, ANY

Research/Teaching Primary Focus

12-month vs. 9-month

Satellite campus(es): Yes, No, ANY

Class size important: Yes, No, ANY

Health Sciences Center: Yes, No, ANY

Stand alone department/Combined department

Type of Dean (management style, field of study)

Other:

The Image I wish to portray:

What consistent positioning strategies will I use to convey this image:

What 'features and benefits' do I have to offer a potential department (what will they have demand for):

My one-line description of what my research focus is:

My plan for Promotional/Networking/Contacts strategies: