



## The Career Center

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### PERSONAL MARKETING PHRASES

In some of the earlier letter pieces you are asked to provide Personal Marketing Phrases. This exercise will help you identify what those might be. Please put a check mark in the box provided for those phrases which you feel would accurately describe you.

- |  |  |
|--|--|
| <input type="checkbox"/> Strong probing questioner with customer focus             | <input type="checkbox"/> Unconventional and innovative                   |
| <input type="checkbox"/> Dedicated team member who always gives 110%               | <input type="checkbox"/> Proactive doer and facilitator                  |
| <input type="checkbox"/> Highly effective communicator with both peers and clients | <input type="checkbox"/> Analytical problem-solver                       |
| <input type="checkbox"/> Efficient overseer with an eye for detail                 | <input type="checkbox"/> Creative and artistic                           |
| <input type="checkbox"/> Self-starter who enjoys a fast-paced environment          | <input type="checkbox"/> Keen sense of organization                      |
| <input type="checkbox"/> A team-player who enjoys contributing to a goal           | <input type="checkbox"/> Preferring structure and systems                |
| <input type="checkbox"/> Tenacious and highly energetic negotiator                 | <input type="checkbox"/> Optimistic and out-going                        |
| <input type="checkbox"/> Persuasive manager who enjoys leadership                  | <input type="checkbox"/> Self-assured and determined                     |
| <input type="checkbox"/> Ambitious, with little patience for mediocrity            | <input type="checkbox"/> Able to bring order out of chaos                |
| <input type="checkbox"/> Big-picture oriented and good at long-range planning      | <input type="checkbox"/> Tough and resilient veteran of the trenches     |
| <input type="checkbox"/> Keen sense of timing and practical, time-saving methods   | <input type="checkbox"/> Empathetic and good at reading people           |
| <input type="checkbox"/> Innate ability to prioritize needs and get things done    | <input type="checkbox"/> Flexible and outgoing personality               |
| <input type="checkbox"/> Prefer harmony and a stable environment                   | <input type="checkbox"/> Frank and factual, and believe in straight talk |
| <br>   |  |
| <input type="checkbox"/> Constantly seeking new ways of doing things               | <input type="checkbox"/> Supportive of a strong leader                   |
| <input type="checkbox"/> Workaholic, demanding high quality of self and others     | <input type="checkbox"/> Self-confident and persuasive                   |
| <input type="checkbox"/> Artistic and expressive with an eye for aesthetics        | <input type="checkbox"/> Prefer concrete problems to ambiguous ones      |
| <input type="checkbox"/> Traditional, practical and prefer working independently   | <input type="checkbox"/> Scholarly and intellectual                      |
| <input type="checkbox"/> Enjoy uncovering new facts, gathering information         | <input type="checkbox"/> Introspective and task-oriented                 |
| <input type="checkbox"/> A financial risk-taker who enjoys a competitive challenge | <input type="checkbox"/> Prefer measuring results in monetary terms      |
| <input type="checkbox"/> Effective communicator with empathic sense for others     | <input type="checkbox"/> Humanistic, insightful and understanding        |
| <input type="checkbox"/> Assertive and adventuresome offering strong leadership    | <input type="checkbox"/> Idealistic with a strong concern for others     |
| <input type="checkbox"/> A preference for detail, accuracy, and logical expression | <input type="checkbox"/> Strong multi-cultural orientation               |
| <input type="checkbox"/> Charismatic leader, able to win loyalty and get results   | <input type="checkbox"/> Executor of tasks with style and candor         |
| <input type="checkbox"/> Efficient perfectionist with excellent analytical skills  | <input type="checkbox"/> Operations-oriented professional                |
| <input type="checkbox"/> Seasoned professional with an instinct for survival       | <input type="checkbox"/> Enthusiastic team builder                       |
| <input type="checkbox"/> Decision-maker who stands accountable                     | <input type="checkbox"/> Hands-on, shirt-sleeve manager                  |
| <input type="checkbox"/> Dynamic strategist with an eye for marketing and profits  | <input type="checkbox"/> Goal-oriented strategic thinker                 |
| <input type="checkbox"/> Action-oriented with a focus on the bottom-line           | <input type="checkbox"/> Strong pattern of accomplishment                |

From those checked, select those words or phrases which best help you compose a forceful, action-oriented description of who you are.