

A Guide to Marketing Yourself Among Tough Competition

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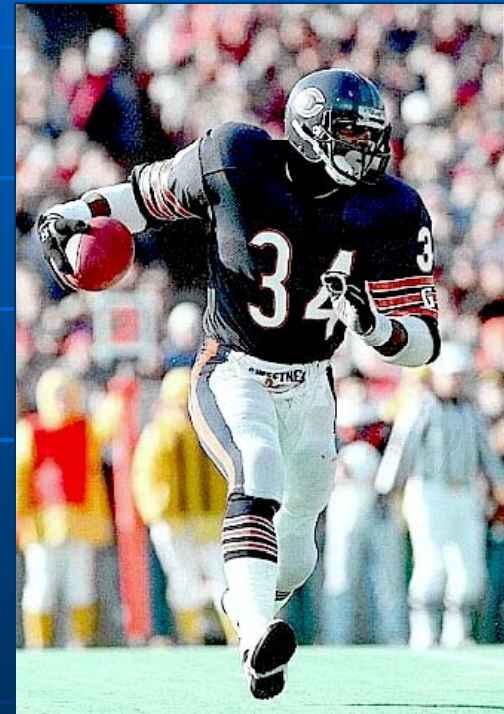
What Do You Want From Your Career?

- Know what you want
 - Most important question
- What do I have to do to get there?
 - Work experience
 - Networking
 - Self promotion



Chicago Bear Great Walter Payton

- Set goals for himself every year
 - 3838 Carries
 - 16,726 Yards
 - 110 Touchdowns
- Should we do this as well?
- "If you fail to prepare, you prepare to fail."



Networking

- This is the best benefit of belonging to a professional organization.
- People you know . . . know other people.
- How do you network?
- Build relationships?



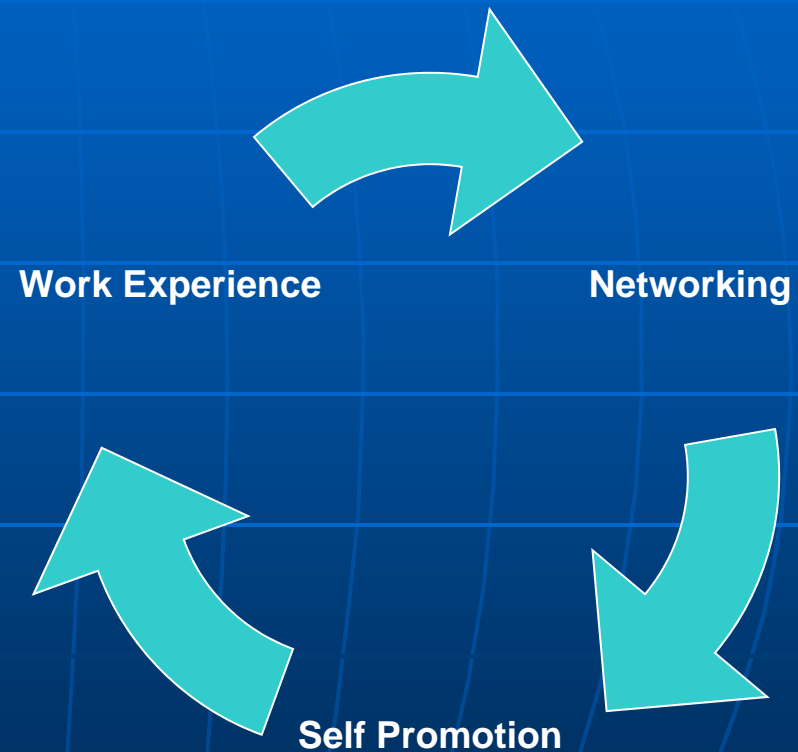
Networking

- Attend Chapter meetings
- Attend Golf Industry Show
- Make a point to meet people
 - Meeting people = business card = contact



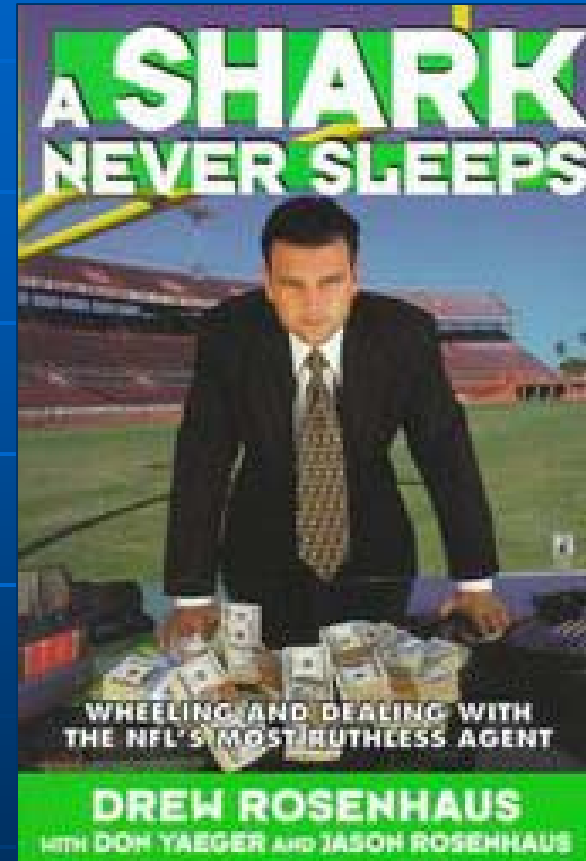
3 Keys to Upward Movement

- Work experience
 - Pedigree
 - Projects
 - Diversification
- Networking
 - Belong to GCSAA and Associated Chapter
- Self-Promotion
 - Who will do it for you?



Self-Promotion

- Who Will Do It For You?
 - No one
- What Can You Do?
 - Writing
 - Speaking
 - Volunteering



Self Promotion

- Writing
 - Articles for local publications
 - On Course
 - Newspaper
 - Magazines
 - Social Media
 - Facebook
 - Blogging
 - Twitter
 - Website??
 - Everyone sees articles



Self Promotion

- Speaking
 - Work on verbal skills
 - People put name to face
 - Good test for interview process
 - Local groups, church, Toastmasters, MAGCS, GCSAA



Self Promotion

- Volunteering
 - Good to get name and organization out in community
 - Sense of worth
 - Habitat for Humanity, Soup kitchens, Adopt a Road, Local schools, etc.



Work Experience

- Probably most important key
- Pedigree
 - Again, what do you want?
 - Big vs. small
 - Make most from every work experience
- Ask questions
- Take pictures



Work Experience

- Diversify Your Experience
 - Project Manager
 - Golf Course Renovations
 - Building Construction
 - Irrigation Installations
 - Business Person
 - Budgets
 - Balance Sheets
 - Labor Tracking

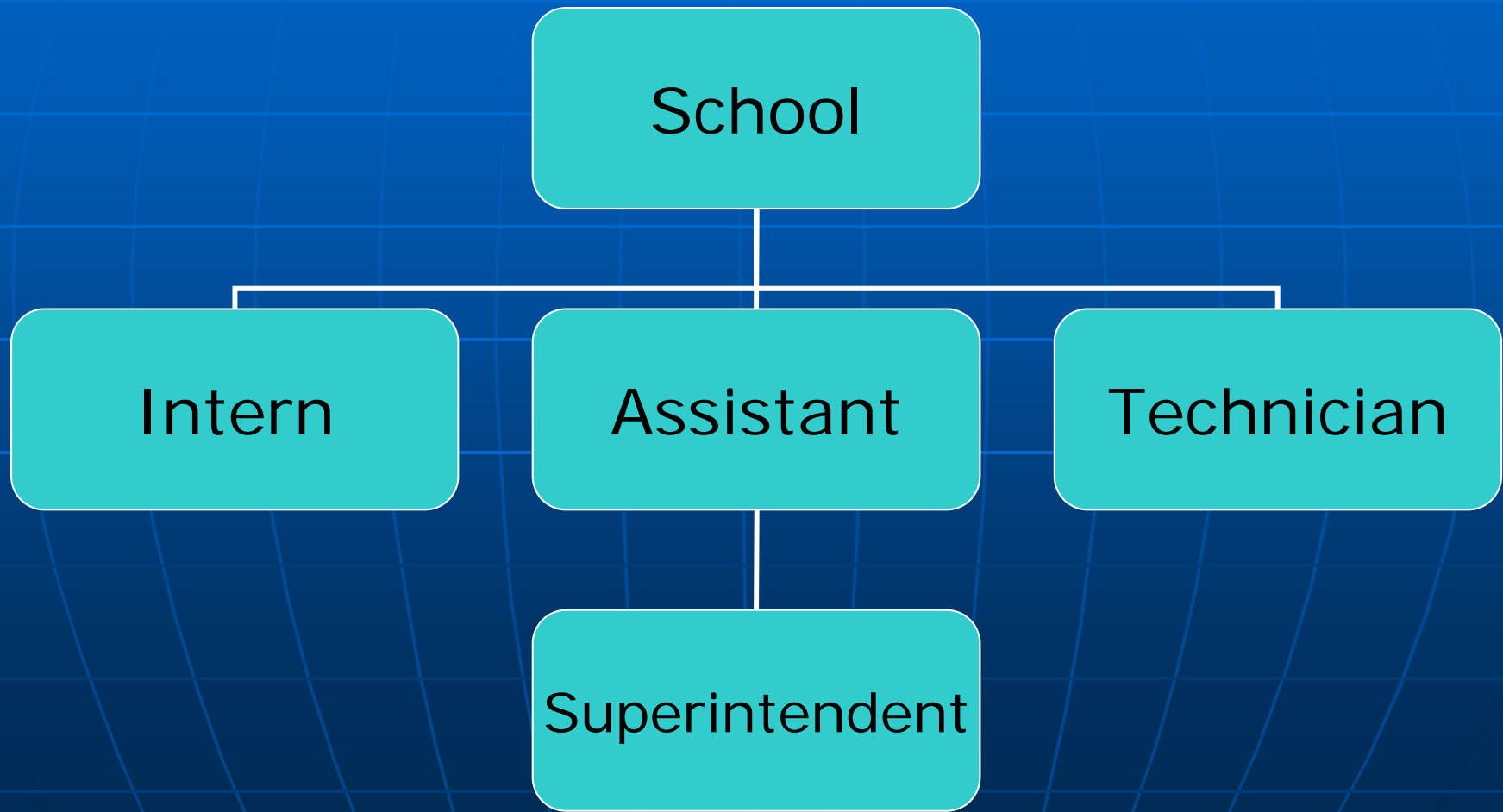


Work Experience

- Projects
 - Renovations
 - Marketable to clubs
 - Able to save clubs \$\$\$
 - Irrigation Install at ANGC
 - Renovation at Hinsdale
 - Building Construction
 - Paddle Warming House
 - Halfway House
 - Concrete Pad Install



What Is Your Roadmap Going To Look Like?



Ideas To Think About

- Expect to work more than eight hours
- Be honest, have integrity
- Ask yourself, "How can I improve the course today?"
- Be nice to everyone
- Actively listen



Ideas To Think About, cont.

- Just do your job
- Thank you notes
- If you need to, ask for help
- Read – Be current on events
- Enjoy your kids/family



Thank You

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