

Market Yourself for Success

For more information go to
www.brownbaglessons.com



**“You are not what you were
born, but what you see
yourself to be” - Unknown**

Contact & Useful Links

STRATEGY

+

ORGANIZED

=

CONFIDENCE

**“After a 30-year Air Force
career, and as someone who
has traveled just a bit further
down the road, I humbly offer
to you my Brown Bag Lessons”
- Eric Jaren**

Chief Jaren’s Brown Bag Lessons, Part IV

Market Yourself for Success

**(Winning Resumes – Online Persona
– Nailing the Interview)**



***Transitioning college graduates
and military professionals***

Winning Resumes

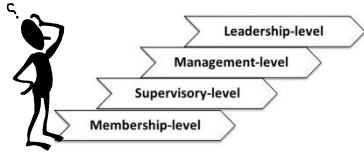
1. Strategy



2. Master resume



3. Performance Levels



4. Mapping Exercise



5. Formats



Online Persona

1. Online Persona



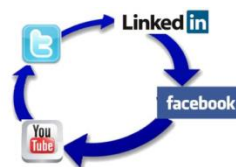
2. Branding



3. Connection



4. Integration



5. Communication



Nailing The Interview

1. Strategy



2. Preparation



3. Greeting



4. 30 second Commercial



5. Confidence

