Every experienced marketer or communicator brings a tremendous wealth of skills to the table. You do! The first step is not only realizing that, but also taking the time to write them down. You may be surprised at what you learn about yourself. (A hint: If you’re having trouble with this, ask a trusted colleague or friend.) You will use these skills to help sell your value to potential clients.

**Part 1: Skills Brainstorm**

|  |  |
| --- | --- |
| Take 20 minutes and list ALL of your marketing and communication skills. Add a “+” sign next to your strongest skills. (These can be skill-craft, industry skills, etc.) |  |

**Part 2: Pick the Top 3**

|  |  |
| --- | --- |
| Of the list above, what are your TOP 3 skills? Describe briefly your specific experiences or training that make those especially valuable. | 1.  2.  3. |

**Part 3: Skills Viewed Through the UFM “Customer Journey Funnel”**

*On a scale of 1-10 (1=least proficient and 10=most proficient) how would you rate your skill in the following areas:*

|  |  |
| --- | --- |
| TAM, Market Sizing, and Market Research |  |
| Segmentation |  |
| Awareness Building |  |
| Interest and Lead Generation |  |
| Customer Acquisition, Sales, Conversion, and Proposal Writing |  |
| Customer Satisfaction and Voice of Customer |  |
| Repeat Purchasing |  |
| Advocate Building |  |

**Part 4: Skills Viewed from a Skill-Craft and Technical Perspective**

*On a scale of 1-10 (1=least proficient and 10=most proficient) how would you rate your skill in the following areas:*

|  |  |
| --- | --- |
| Writing |  |
| Planning and Project Management |  |
| Design/Creative |  |
| SEO/SEM |  |
| Email |  |
| Social Media Marketing |  |
| Training |  |
| Web Development / Programming |  |
| Other (list) |  |

**Part 5: Skills Viewed from an Industry Perspective**

|  |  |
| --- | --- |
| List unique skills in your industry (e.g. HIPAA in health care, financial regulations, etc.) Add a “+” sign next to those where you feel strongest. |  |

**Part 6: Skills Viewed from an Educational Perspective**

|  |  |
| --- | --- |
| List specific courses, certifications, or degrees you have earned. (Make sure to add the date you earned them.) |  |

**Part 7: Project-Based Skills**

|  |  |
| --- | --- |
| Write down THREE projects or accomplishments you are most proud of in your career.   * Who was it for? * What was the challenge? * What skills did you use or learn? * What was the result for your employer, client? | 1. |
|  | 2. |
|  | 3. |

**Part 8: Planning Next Steps**

|  |  |
| --- | --- |
| Write down the names of THREE people in your professional network (one for each project, or simply three people) would you think would be interested to know about that skill who don’t know it today. |  |