



PERSONAL BRANDING GUIDES

# PERSONAL BRANDING STRATEGY

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*If I want a better-than-average career, I can't simply "go with the flow" and get it. Most people do just that: they wish for an outcome but make no intention-driven action toward that outcome. If they would just do something most people would find that they get some version of the outcome they're looking for. That's been my secret.*

*Stop wishing and start doing.*

Timothy Ferriss

# ABOUT JK

JK is an **international** team of mentors that work in team to deliver concrete results. They have been and currently are **Fortune 500 executives and recruiters**, and they possess industry's undisclosed, inside information that can immediately lift your career in as little as 30 minutes. Every client gets personalized attention and a tailored training by expert mentors in his or her specific industry or company.

JK provides you also with the best admission consultants for Masters and MBAs, who can assist you in choosing and getting admitted to the most valuable programs in terms of employment ROI. JK's admission consultants are specialized in candidates with an international focus.

The internet is packed with tips, samples, templates, standard surveys. Public information is available to everybody, therefore it's not going to grant you a competitive advantage. Instead, JK team's goal is to launch you into the most sophisticated and tailored experience to **advance your career right now**. Solutions are suitable for any job level and any pocket. You'll get a concrete result, a formidable competitive boost and a professional skills certification.

**It doesn't matter how much time you dedicate to the achievement of your goals. It matters how you invest it.**

# ASSESSING RISK: YOUR COMPETITIVENESS AND WILLINGNESS TO TAKE RISKS

There are no two candidates to which the same application strategy will apply.

Even if both candidates happen to have the same strengths and weaknesses, and are interested in the same MBA program, firm or industry, each candidate will still need his or her own individual application strategy.

In order to understand this, consider the idea that each of us has our own particular way of assessing risks; what may appear to be unachievable or too dangerous for one person may be a highly realistic goal to others.

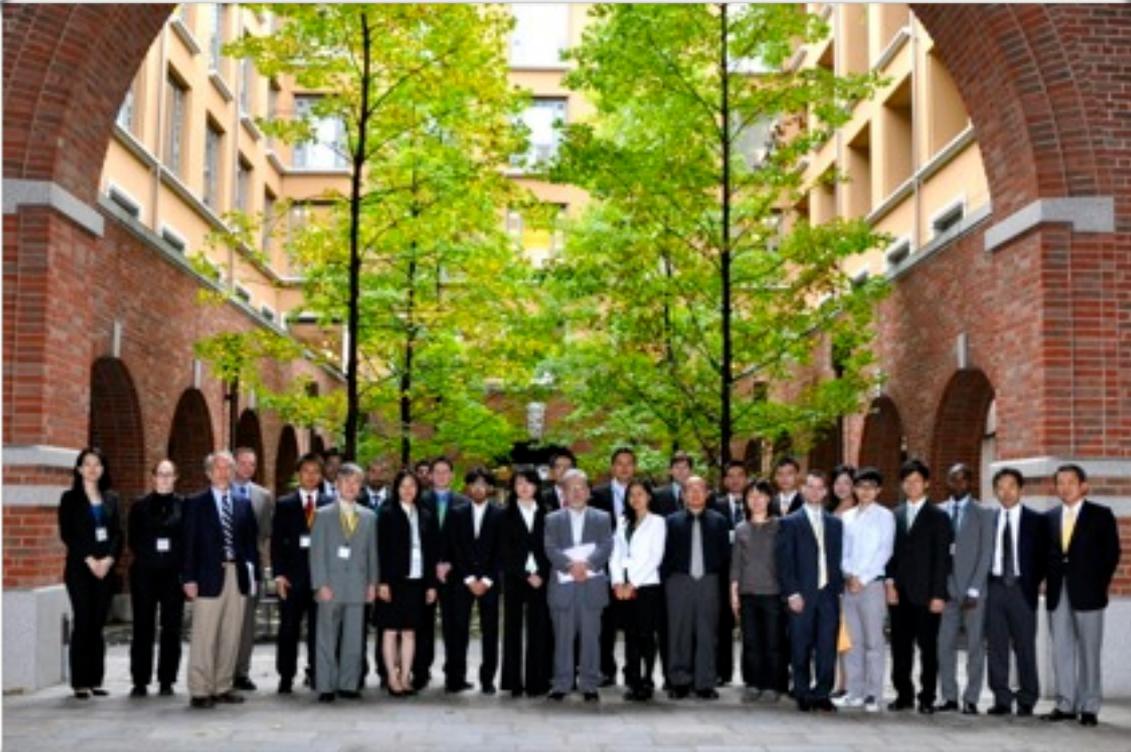
In addition, some of us are more willing to take risks than others, or we perhaps feel more prepared to face challenges in comparison to others.

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Therefore, when developing your application strategy you should bear in mind your innate sense of competitiveness, and your level of comfort when taking risks. This will help you determine how many application processes you are likely to be able to handle at the same time, and the characteristics of the MBA program or job you should apply to.

What determines your thirst for risks? On the one hand, a daring attitude and fearless personality play an important role. On the other, a sense of urgency in pursuing a post-graduate program, achieving a specific job or making a turn in your career can also increase your threshold for undertaking risk.



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# HOW MANY APPLICATION PROCESSES SHOULD YOU HANDLE SIMULTANEOUSLY?

There are no right or wrong answers regarding this issue. Indeed, only you can determine your ability to handle stressful situations, tight deadlines and the responsibility of developing tailored brand messages specific to each MBA program or job you are interested in.

If you are unsure about the number of applications you should make, and would not like to risk over-stretching yourself, take into consideration how willing you are to take risks.

For instance, if you are definitely a risk taker and you consider yourself highly competitive, you may be able to handle two simultaneous applications to top business schools or firms.

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On the other hand, if you are very competent, but avoid risks where possible, you may be able to handle six application processes (two top MBA programs or firms, two mid-tier MBA schools or firms and two less competitive ones).

If you are of average competence and willing to take risks, then it is suggested you apply to two top MBA schools or jobs and to two mid-tier ones. Conversely, if you are of average competence but risk-averse, a good application strategy for you may involve applying for two mid-tier schools or firms, and two less competitive ones.

✓ *Assess your competitiveness with respect to the school/job market you are targeting.*

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# DECIDING WHICH APPLICATION STRATEGY IS BEST FOR YOU

Once you have determined the areas in which you are most competitive – those in which you really stand out from the crowd – your weakest points and your level of comfort when facing risks, you will be ready to decide your application strategy.

In deciding which application strategy is most suitable for you, take your brand strategy into consideration. You will have to make sure that, regardless of whether you apply for one, two or six MBAs or job positions, you will need to tailor your application to suit each of them.

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# HOW MANY JOB OPPORTUNITIES SHOULD YOU HANDLE SIMULTANEOUSLY?

This is quite a personal question, similar to that regarding the number of MBA programs you should apply to at the same time.

The answer depends on a series of factors. To begin with, how motivated do you feel to find a new job? It is one thing to apply for jobs simply because you wish to explore the market and see if a more interesting job appears; it is a totally different approach when desperately looking for a job because you are unemployed or because you feel completely unchallenged and lack fulfillment in your current position.

In addition, you should also bear in mind the extent to which you are willing to take risks. This will definitely help to determine the number of job applications you can handle, as the greater the number of applications, the higher the number of risks you must face and, of course, the more stressful the whole situation can become.

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You should also take your competitiveness into consideration. The chances are that the greater the number of relevant skills and abilities you have, the more opportunities will be available to you.

If you know that you master certain skills or abilities, it may be very effective for you to apply to various positions at the same time as you can rest assured that your CV or resume will shine through.

Last but not least, take a look at your SWOT, especially at the Opportunities and Threats columns.

The demand and supply for the position you are looking for will also be a determining factor in how many applications you can handle simultaneously. If there is high demand for your skills and abilities, but few candidates able to match your level of expertise, you can apply selectively, focusing on those particular jobs that are more appealing to you, or that offer you more benefits. If the scenario is reversed, your best bet will be to apply to as many positions as you can in order to improve your chances of being accepted.

✓ *What other factors do you think you should evaluate?*

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# HOW MANY FIRMS/ INDUSTRIES CAN YOU AFFORD TO BE INTERESTED IN?

Answering this question can be quite tricky, especially when looking at the number of industries you should focus on.

Unless your academic and professional background, as well as your skill-set, are highly technical or specific (for example, you have trained as a bio engineer, climatologist, IT expert in a specific program, etc.), there are plenty of industries you may be interested in.

However, it is highly advisable that you do not diversify your interests amongst too wide a variety of them, as each will demand specific skills and abilities that you may not have.

Although you might feel initially interested in a wide scope of industries and firms, you are advised to narrow your selection to those that:

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- ✓ you are certain can have a hugely positive impact on your future professional life;
- ✓ are relevant to your career goals; and
- ✓ will enable you to develop new skills and competencies.

✓ *Can you think of any other factors when deciding the firms or industries to which you will apply?*

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# DECIDING WHICH STRATEGY IS BEST FOR YOU

Once again, make sure you have evaluated your willingness to take risks, and your level of competitiveness in comparison to other applicants.

Needless to say, do not forget to consider how much time you can devote to applying to different positions, as you will have to make sure that your CV and cover letter is specifically tailored to each of them.

JK Consultants encourage you to take your time and seriously evaluate your options. Once you have finished working on your SWOT matrix and have an idea of the branding messages that you wish to convey, you must then tailor them to the different MBA programs or jobs you wish to apply for.

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# THE ADMISSIONS TEAM AND THE POTENTIAL EMPLOYER

Just as marketing experts will design products or services bearing the consumer in mind, you should also acknowledge another very crucial player in the MBA or job market: the admissions team or the potential employer.

Both are the 'consumers' that are going to be looking at what you have to offer, and your chances of succeeding are minimal unless your brand strategy is tailored to suit them.

It is highly advantageous for you if you are able to put a name and a face to the individual who is to review your MBA resume or job CV. If you know who this person is, you can research information about him or her in order to introduce to your resume and cover letter any piece of data that you are certain will attract his attention.

You should focus not only on his areas of interest and background, but arguably more importantly on what he has to say regarding the MBA program he manages or the business organization he works for. Paying

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