

Brand building for clients with no work history

Deirdre Millin

What is a brand?

- How people remember you....

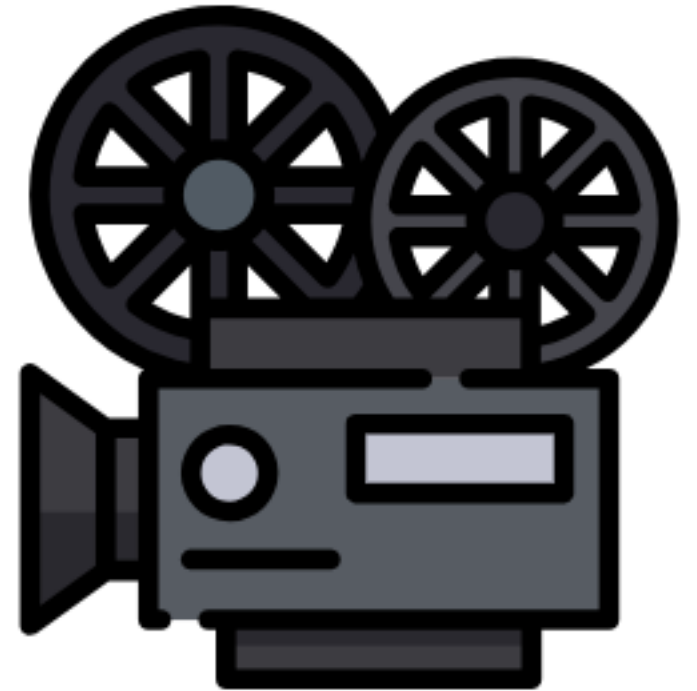


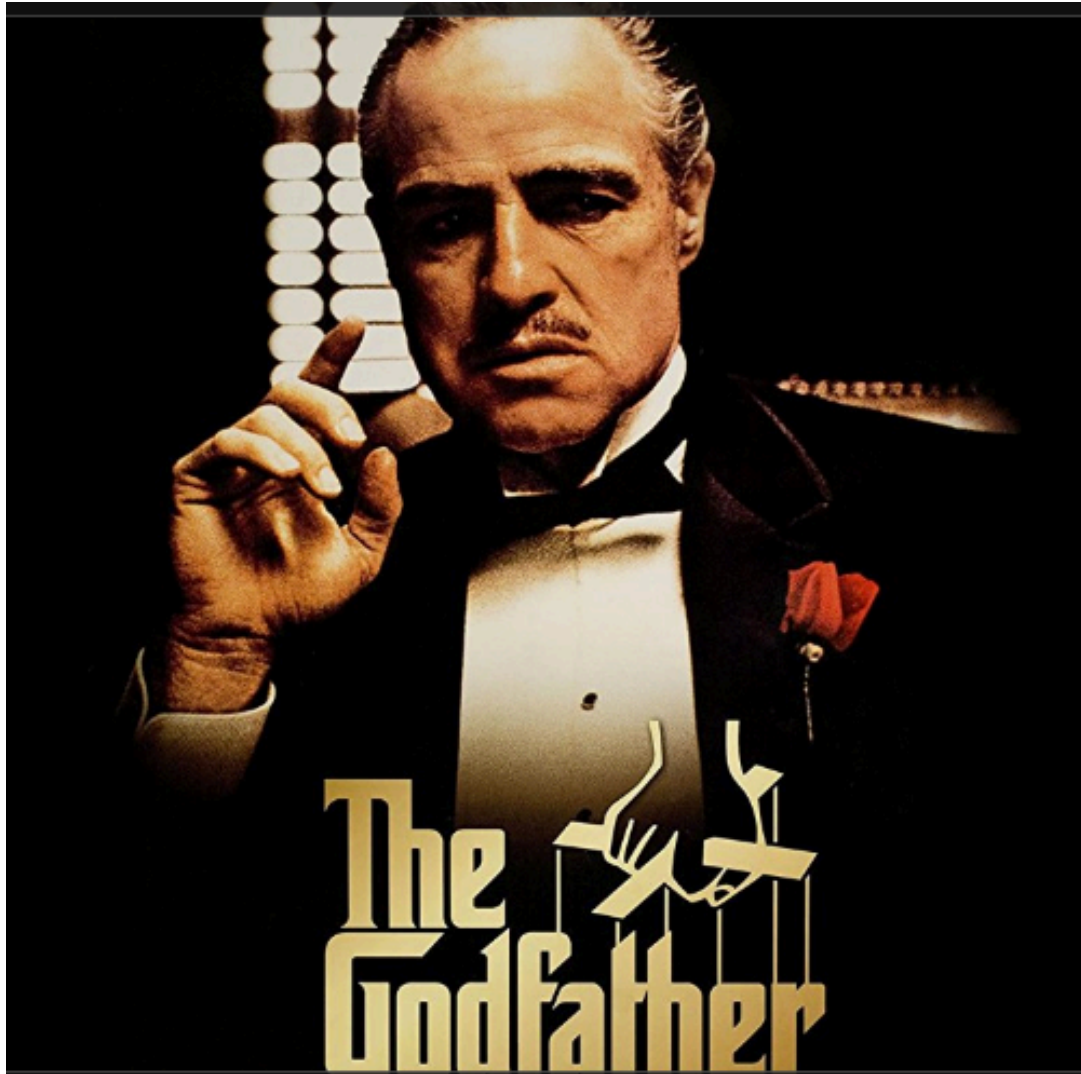
Discovering a brand can be challenging for clients who are:

- underemployed
- employment gaps
- changing jobs
- out dated skills
- old, young, new to the country, disabled, or returning to the work

Introducing the 'log line'...

The 1-3 sentences used in Hollywood to sell a movie storyline to stakeholders





The aging patriarch of an organized crime dynasty transfers control of his clandestine empire to his reluctant son.



Blacksmith Will Turner, teams up with eccentric pirate 'Captain' Jack Sparrow to save his love, from Jack's former pirate allies, who are now undead.

Job seekers need to craft their log lines to answer these questions:

- **What do you currently do?**
- **What do you want to do?**
- **How are you different than other people doing what you do?**

Client log lines

I'm an aspiring TV writer.

I grew up in Taiwan and learned to speak English watching American movies.

From the time I was ten I was determined to find a way to work in Broadcasting.

Currently doing /Want to do/ How I'm different

Client log lines

I'm a high school student and skate boarder
who loves great design.

I'm interested in retail, selling men's clothing with street
influenced designs.

I know all the best labels and how to create a great look.

Currently doing /Want to do/ How I'm different

Client log lines

I'm a baking enthusiast

with a special interest in creating the best gluten-free and low sugar confections.

I'm looking to join a catering company

that could use my enthusiasm and talents

Currently doing /Want to do/ How I'm different

Create your 'log line' - pairs activity

What do you currently do? (At work, or an interest/hobby)

What do you want to do? (a new role where you work, a new project, a career shift?)

How are you different than other people doing what you do?
(What's your approach? What would happen if you didn't do it the way you do? How do others typically do it?)

(5 minutes to write & present your log line to each other)

Coach clients to say their log line out loud

- Practice with all kinds of people, until it feels natural
- Practice when it 'doesn't count'
- In classroom environments, do a 'speed dating' activity where clients practice with each other



The 'Ask'



Will you please give me a job?



I know you're busy, but I'd be grateful for 15 minutes of your time to get advice on breaking into the job market.

The 'Ask'

Coach clients to state the 'ask' as an offer, rather than a request.

- “I’d be extremely grateful for an opportunity to work with you.”
- “I’d like to offer my enthusiastic services for any entry level job you may have.”
- “I’d be honored to intern for free in order to learn from you.”

Client log line + 'ask'

I'm a high school student who loves skate boarding and great design. I'm interested in selling men's clothing with street influenced designs. I know all the best labels.

I'd be extremely grateful for an opportunity to work with you.

The 'ask', positioned as an offer

When meeting new people, we think:

- Who are you?
- What makes you special?
- Can you help me?
- Am I willing to help you?

Job seekers need 3 kinds of stories:

1. Personal log line (15 seconds)
2. 'How I got here' story (1-2 minutes)
3. Anecdotes (4-5 to showcase marketable skills)

What's in a 'How I got here story'?

How you overcame an obstacle that helped you move towards a goal.

Ideally a project, with goals, working with others to accomplish something.

School and volunteering examples 'count'.

One client's 'How I got here story'

- My college had a big fundraising event I shot with my video camera
- My classmates asked for copies of my movie, so I bought and taught myself editing software and made it into a 'package', which I sold, making \$500
- The money helped me to leave my small town and come to Toronto. I saw there were production houses that I could get my foot in the door with, so I stayed, getting a retail job to start.
- Now I'm looking for a job as a Production Assistant.

Questions to reveal 'How I got here' stories

What is something you're good at? How did you become interested? What did it take to excel?

What are you most proud of? Why? What did you do to achieve it? Was it difficult? Were you acknowledged for it?

What are some obstacles you have overcome? What created the obstacles and how did you overcome them? Did you do it alone? Who helped you?

What are you most passionate about? Why? What made you feel so strongly about it? Did you overcome any obstacles to pursue your passion?

CALUM XXXXX

00 Broadway Ave. Toronto ON M2N 1P2, 416-555-5555

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SEEKING

A retail position where I can make a valuable contribution and learn and grow

EXPERIENCE

Camp Counselor

Camp Xxxx, South River, Ontario

August 2016

Leader in Training

Camp Xxxx, Aurora, Ontario

August 2015

EDUCATION

Ontario Secondary School Diploma

XXXXXXX High School, Toronto

In progress

REFERENCES UPON REQUEST

CALUM XXXXX

416-555-5555

CalumXxxx@gmail.com

www.linkedin.com/in/calumXxxx

Objective: Part-time retail employment, in a men's fashion environment, where my knowledge of current fashion trends can be of service selling clothing apparel

SKILLS & EXPERIENCE

Customer Service

- Able to address customers complaints without involving management
- Delivered customer orders promptly & accurately to ensure repeat business
- Maintained accurate records for easy retrieval and smooth office operations
- Able to communicate professionally with customers on site providing courteous service

Organization

- Removed & replaced broken items to ensure complete customer satisfaction
- Maintained timely record of workshop materials & placed future orders
- Restocked items as required throughout shift to provide smooth operations
- Successfully documented client information & directed clients to appropriate services

Social Media & Innovation

- Mounted a 'mock' campaign via Instagram raising 150 followers in 24 hours
- Current illustrator for University based zine serving youth music market
- Proven ability to curate Instagram account for high youth impact
- Website creator using InDesign and Photoshop to build my personal brand

WORK HISTORY & EDUCATION

Customer Service Representative

United Way Fundraising Event, serving over 250 people

September, 2016

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Client anecdotes

- I have a black belt in Tae Kwan Do and taught self-defense at a retirement home
- I lived in eight countries before I was fifteen
- I wrote and published an article in our community paper about the first African American fighter pilot

How to uncover anecdotes

1. Ask client to divide their life into segments, using school years, pre-school, elementary, high school, college, up to moving away from home, having kids of their own, etc. depending on clients age.
2. Ask client to identify at least one interesting event from each segment
3. Review segments to see which positive attributes are illustrated by the story. e.g. courage, commitment, etc.

Clients can boost their story power by....

- Volunteering
- Doing freelance work
- Writing a blog
- Joining a club/association

Suggest to clients they think of these activities as 'social capital'

Clients can also boost their story power by....

Taking a class, or training.

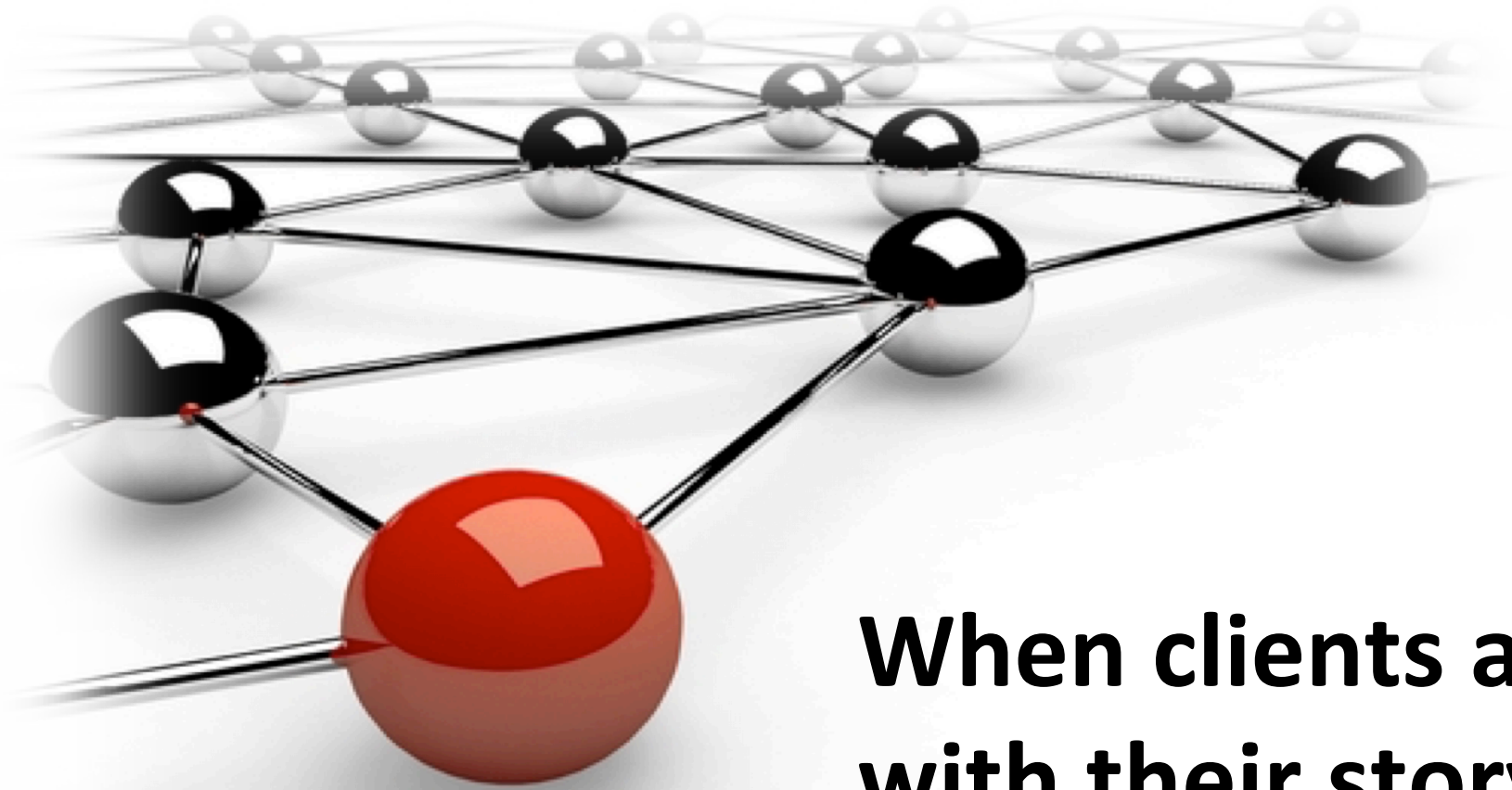
- Training shows technical competence
- Provides networking opportunities
- Shows clients are serious about their work
- Demonstrates initiative

Sites: [Open culture](#), [Coursera](#), Lynda.com, MOOCS (Massive Open Online Courses), [Meetup](#)

Job Search Tools

1. Your “Log Line” in 3 lines or less (15-30 seconds. Also known as elevator pitch)
2. Résumé
3. Cover Letter
4. References
5. Interview Skills (‘How I got here’ + anecdotes)
6. Social Media, LinkedIn, blog, websites (Content is ‘How I got here’ + anecdotes)
7. Portfolio of work samples





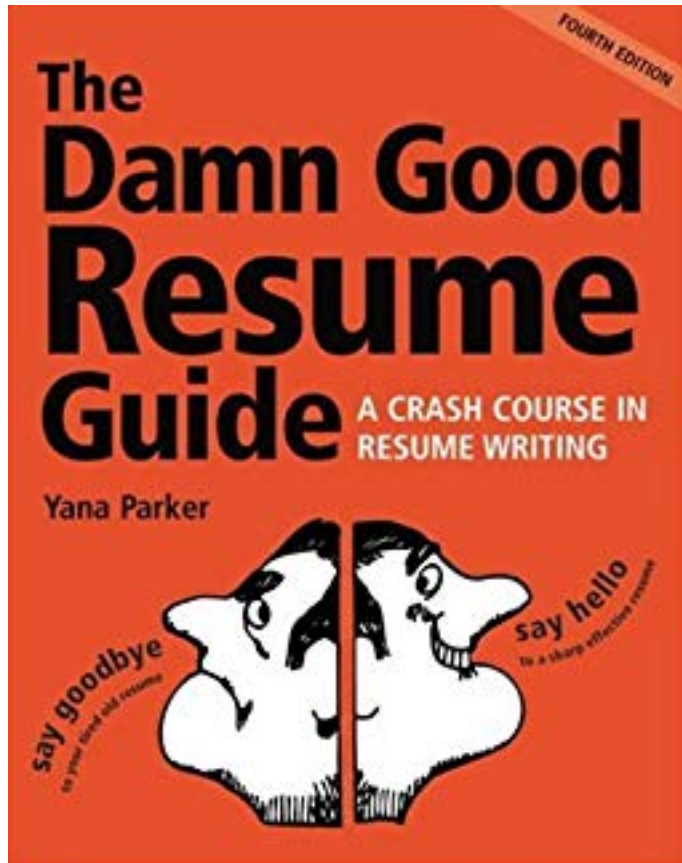
**When clients are confident
with their story it makes
networking easier**

Job search "rules" clients can break

- Consider 'creative' résumés, e.g. graphic resumes, using "I", video resumes
- Send only a cover letter
- Ask a former employer to write letter on your behalf
- Follow up, even when told not to or when told 'no phone inquiries'
- Suggest clients approach high profile people to be their mentor

For clients with little or no work history:

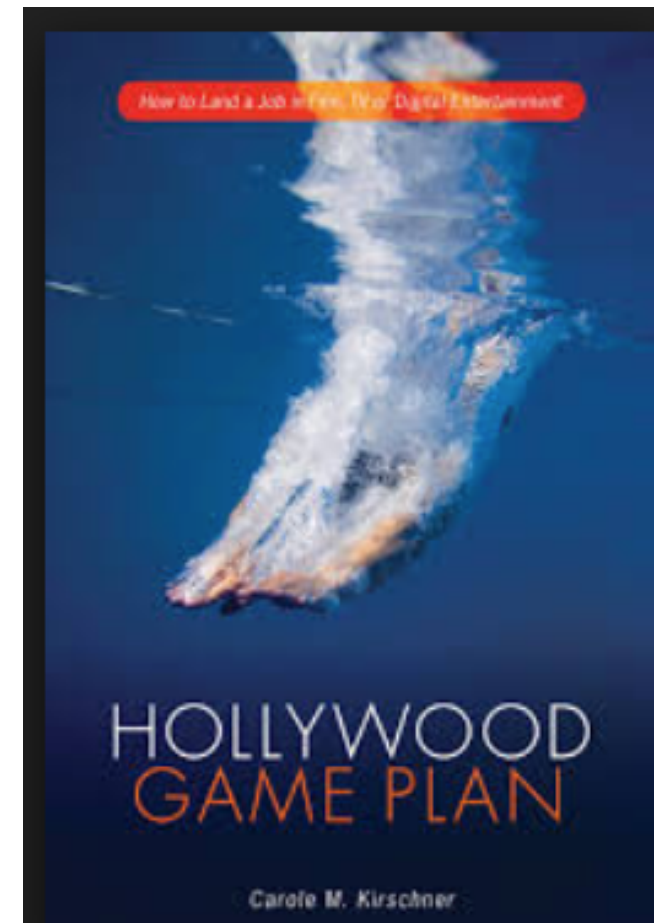
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Questions?

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