

Summary of What I Have to Offer – for each target

You must know:

- * to whom you are pitching; you have to know something about them.
- * what they ideally would want in a candidate.
- * what they are interested in.

- * who your likely competitors are.
- * what you bring to the party that your competitors do not.

Target

Geographic area: _____

Industry or company size: _____

Position/Function: _____

1. What is the most important thing I want this target to know about me? (This is where you position yourself. If they know nothing else about you, this is what you want them to know.)

2. What is the second most important thing I want this target to know about me? (This could support and/or broaden your introductory statement.) _____

3. Key selling points: statements/accomplishments that support/**prove** the first two statements:

1. _____

2. _____

3. _____

Other key selling points that may apply even indirectly to this industry or position:

1. _____

2. _____

Statement of why they should be interested in me/what separates me from my competition:

Any objection I'm afraid the interviewer may bring up, and how I will handle it: