

# Your Selling Points

Use the writing prompts to uncover patterns you have exhibited in your working life. The categories you'll explore go beyond transferable skills and projects (though we will start there). Write down as many as you can. These are some of your selling points as a professional, as the product of YOU.

## Skills

What skills do I possess, that I have used across multiple jobs or experiences?

**Example:** I am a skilled mediator. I help groups untangle knots, hold critical conversations, make decisions and act.

## Products/Projects

What finished products/projects have I helped to create or develop as evidence of my capabilities?

**Example:** I have written website content, video scripts and storyboards, and educational articles across many of my previous positions.

## Clients/Audience

When looking at my past experience, what do the places I've worked have in common? What do their customers have in common?

**Example:** Throughout my entire career, I have had a sharp focus on creating content that speaks directly to the female head of the household.

## Style of Work

Have I completed multiple, unrelated projects in similar ways? How do I like to do things?

**Example:** As a life-long educator, I empower others to become agents of change, rather than mandating it.

## Tools

Are there tools I use often and well, that can be applied to a variety of problems or projects?

**Example:** I use visual aids such as PowerPoint and Balsamiq to convey the importance of user experience to stakeholders.

## Values/Impact

What is the larger impact my work has on the world? (Do I make people smile in customer service? Do I make processes run more smoothly?)

**Example:** I care about helping busy families cope with the stresses of everyday life. My designs allow family-oriented brands to bring easy-to-understand solutions to their customers

## Your Turn!

Brainstorm your own category: