

# Career Management – How to Create Mini Celebrity-Status in Your Industry

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Why is it important for you to care about creating mini celebrity-status when it comes to your career? Simply because this self-marketing in your area of expertise can have multiple career benefits for you including:

1. Potential exposure to future “dream” positions – they contact YOU!
2. Establishment as an expert in your industry
3. Widen your network
4. More ability to garner positive references and testimonials
5. More control over who you work with and how you work

Different points will stand out as meaningful to different people. The real point is, managing your career *gives you options*....options you may not have had otherwise.

So, where do you start? Here are three quick and easy tips:

## Tip #1 Get a Platform

It's easy to get a platform to express your opinion and ideas about your area of interest in your industry – by starting a blog! [www.wordpress.com](http://www.wordpress.com) is a free site where you can set up your blog in minutes (very easily by the way – even if you are like me i.e. not technical).

Another option is to sign up for a linked in account (e mail me and I will invite you to my list!) Linked in is a business-oriented networking site. Once you have set up your profile you can answer questions other business people are asking on various topics. A quick way to establish your credibility!

## Tip #2 Rub Shoulders with High Performers in Your Industry

Get involved in a corporate volunteer group or industry association. These are two wonderful portals filled with people that care deeply about industries and issues – just like you! Not only will this broaden your networking circle but it will keep you growing in your career!

And remember if you attend an industry luncheon to listen to a great speaker – introduce yourself to him or her after their presentation. Give them your business card as well – and gulp, ask for theirs! It's the little things you do as you “put yourself out there” to be open to new opportunities, friendships and possibilities that will pay off in the long run.

## Tip #3 Grow Your Knowledge Base

What was the last certification you received? How about on going training?

I recommend making sure that each year you commit to 2-3 actions that result in your learning a new tool for your trade. To make sure you will be motivated to do this – make it that one training, certification or learning experience that has been in the back of your mind to master! You know the one I am talking about. Check with your employers ongoing education benefits to find out if your training might be a covered expense!

Establishing mini-celebrity status doesn't mean you have a gigantic ego. It's simply a wise business move that opens doors of possibility for you. You will be amazed how putting these simple tips into action will quickly change-up your career status!

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