



1  
minute  
learning™

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MARKETING

# Lesson 1

*Effective*

# Marketing:

**Defined:**

Abundant products or services purchased as a result of communication.

**State how  
this product  
is unique:**

**“The only one  
that \_\_\_\_\_”**

**Examples:**

**The only personal discovery of a career that fits  
you.**

**or:**

**Proof that job choices are abundant!**

## **Actions:**

Ask yourself,

**What result does this product produce that is unique?**

Example:

The only job- find book that reveals your true attributes, resulting in abundant job choices.

**Write a concise statement of the unique benefits.**

## Lesson 2

### **VALUE:**

#### **Value defined:**

What's it worth beyond what exists.

What problem is solved that is needed?

#### **Example:**

An utterly new and highly personalized approach to job finding. The discovery that your unique skills and attributes are welcomed by an abundance of career options.

### **Action:**

**Write down a product or service's value.**

# Lesson 3

## Result:

Benefits from this product or service.

Result is measurable, not an action.

## Example:

A more positive attitude about yourself and a career fit.

Better judgement.

A map on how to best get there.

## Action:

Create a concise statement of result(s).

# Lesson 4

## WHO?

Who is this for?

Which demographics will most benefit and, are in need?

Example:

The Job Book is for students, second career searchers, schools, career counselors and resources, libraries.

## Action:

List who this is for.