



**KEYS to Marketing YOU to get THE JOB:
Discover Your Potential. Become Essential.
(Volume 1)**

Dawn Ohaver Moyer, Jenny Casagrande

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There is a company, organization, or institution out there that desperately needs you to join its team—it just doesn't know it yet. And until you get a job, getting those potential employers to notice *YOU is your job*. There are tall stacks of qualified candidates' résumés on the hiring managers' desks. If you want a fair shot at your dream job, or any job, you need to learn to successfully market yourself.

This inspiring and motivational read is step one for any job seeker serious about separating from the crowd. Inside, award-winning sales and marketing pros Dawn Ohaver Moyer and Jenny Casagrande apply the marketing principles that have made them successful in business, to guide individuals to discover their potential, develop essential branding, recognize their value to a company, and learn how to effectively present themselves as the solution to a potential employer's needs.

Imagine yourself armed with the formulas that allow you to communicate your passions, skills, and strengths in a way that makes a memorable impression and draws others to you. Moyer and Casagrande are here to do just that—to hand over the *KEYS to Marketing YOU to get THE JOB!*

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