Marketing Tip Sheet
Changing Our Forms

In order to apply the Dr Ford approach, we need to change the way we advertise our activities. Here are some tips for changing our forms and a sample pre and post Dr Ford Employment Connections flier. Note: For our marketing strategy to be effective, we also need to change the way we talk about our activities.

- **Remove ‘agency speak’ like, “requirements” “assessment” “clients”**

- **Use language the client will understand.**
  
  “What jobs are hot and where to find them”  
  Rather than “Learn how to access the hidden job market.”

- **Use language that our clients can relate to.**
  
  “You’ve got the job offer — yeah! Find out how to talk about money and seal the deal that’s best for you!”  
  Rather than “Learn to negotiate wages.”

- **Use language relevant to what will interest and motivate the client.**
  
  “We spend a lot of time at work—keep it fun! Learn how to problem solve work issues”  
  Rather than “Learn workplace basics”

- **Use personal language.**
  
  “What you can expect”  
  Rather than “What clients can expect”  
  “Discover your skills”  
  Rather than “Skill Identification.”

- **Use marketing language that captures interest.**
  
  “Build a resume and cover letter that will dazzle employers”  
  Rather than, “expect to create a resume”

- **Use active verb tense.**
  
  “If you need to have your attendance verified, please speak to the group leader.”  
  Rather than, “Attendance will be recorded by the group leader.”
Before........

Milwaukie

Employment Connections I & II

Employment Connections I: From 8:30 to 10:00am Monday, Tuesday and Thursday
Employment Connections II: From 10:30 to 12:00am Monday, Tuesday and Thursday

What clients can expect to receive in Employment Connections:

- Skill Identification
- Assessment and background screening
- Resumes (regular and scan-able)
- Cover letters
- Job interviewing tips
- Job leads/Employment Department referrals
- Learning how to access the hidden job market & practice activities
- Completing paper and online job applications effectively
- Workplace problem solving
- Labor Market and wage analysis
- Learning how to “close the deal” and negotiate wages
After……

**Milwaukie Employment Connections**

*Getting Started: Monday and Thursday, 9:00am to noon*

Identify your strengths, resources, motivation and goals as you plan for your future.

*Focus on the future employment connections activities: Monday – Thursday, 1:00-4:00pm*

- Discover your skills! The list is long and there is an employer looking for you!
- Build a resume and cover letter that will dazzle employers.
- Learn what employers are looking for in an interview and practice, practice, practice!
- What jobs are hot and where do you find them? Treasure hunt the hidden job market.
- CAPS, COPS, CIS, oh my!! Find your interests, skills, and match them to your next job.
- Computer skills! Whether you’re a computer beginner or certified nerd, come in to brush up your skills and learn new tips.
- We spend a lot of time at work—keep it fun! Learn how to problem solve work issues.
- You’ve got the job offer—YEAH! Find out how to talk about money and seal the deal that’s best for you.

Start Date_________________________________________