

RASOR

COMMUNICATORS, STRATEGISTS, CREATIVES.

COMMUNICATE YOUR VALUE

HOW TO CLEARLY DEFINE YOUR STRENGTHS & EXPRESS
THEM WITH CONFIDENCE



ABOUT ME

Mimi Rasor, APR

Mimi@gorasor.com

- President of Rasor Marketing Communications, a strategic communications firm in Greater Cincinnati
- Author of The Rasor SHARP Method
- 40 years of experience in marketing, public relations, branding and strategic communications
- Specialize in healthcare, public works, transportation and infrastructure, B2B and B2C



R KEY TAKEAWAYS

By the end of this session, you will be able to:

- Define what you want employers to remember about your strengths and value.
- Turn generic skills and job duties into clear, memorable value statements.
- Use the Razor SHARP Method™ to strengthen your resume, LinkedIn profile, interview answers and follow-up messages.
- Back up your experience with proof, examples and results.
- Walk away with practical language you can use immediately in your job search.





YOUR JOB SEARCH IS A COMMUNICATIONS CAMPAIGN

Every successful campaign needs:

- A clear audience
- A strong message
- A reason to care
- Consistent visibility
- Proof that it works



FORGET THE BUZZ WORDS

“

hard worker
team player organized
reliable detail-oriented
go-getter
people person self-starter
fast learner
strong communicator

”

WE'RE THE BEST

Generic Company

We Sell Things and Work Hard.

Choose us because we are
**professional, dependable and
committed to excellence.**

At Generic Company, we provide quality
products and services to meet your needs.
Our team works hard every day to deliver
solutions and exceed expectations.



Professional



Dependable



Committed to
Excellence



Contact us today to learn more.



THE RASOR SHARP METHOD

- The Razor SHARP Method is a five-step structured approach to marketing and communications that blends the art of messaging with the science of marketing to enhance brand trust and effectiveness
- It's a proven framework for moving from insight to message, from message to action and from action to measurable results.
- For job seekers, it helps move from experience to value, from value to message and from message to proof.



THE RASOR SHARP METHOD

S **Strategic Marketing Analysis:** Know your goal, audience, position and value.

H **Human Connection:** Understand the people you want to reach and what matters to them.

A **Appeal:** Turn your strengths and differentiators into a clear, memorable message.

R **Reach:** Use that message consistently across your resume, LinkedIn, networking and interviews.

P **Performance:** Back up your strengths with proof, outcomes and results.

THE RASOR
SHARP
METHOD
Appeal
Performance
Strategic Analysis
Human Connection
Reach



FROM BRAND VALUE TO PERSONAL VALUE

For organizations, the Rasor **SHARP Method** helps clarify:

- How they differ in the market
 - Who they serve
 - What their audiences need
 - What message will connect
- How to reach the right audience
 - What success looks like



For job seekers, the Rasor **SHARP Method** helps clarify:

- What role they want
 - Who they need to persuade
- What makes them different/valuable
 - How to communicate that value
- Where their message should show up
 - What proof supports their story



S
IS FOR
STRATEGIC
ANALYSIS

RASOR
COMMUNICATORS, STRATEGISTS, CREATIVES.





STRATEGIC ANALYSIS

**Before you write, apply or interview,
analyze the opportunity.**

- What role do I actually want?
- What does this employer need?
- Where do my strengths fit?
- What do I want them to remember?
- What proof supports that message?

ACTIVITY: PICK YOUR LANE

I want to be known as someone who
helps organizations _____
by _____.

Example:

I want to be known as someone who helps
organizations **improve customer experience** by
communicating clearly and solving problems
quickly.



TELL US ABOUT YOUR EXPERIENCE

Strategic messaging helps employers understand where you fit and why you matter.



Generic Answer:

“I have a lot of experience in office work. I’m organized. I’ve done scheduling, emails, customer service and other tasks.”



SHARP Answer:

“My experience has taught me how to bring order to busy situations. I’ve managed schedules, tracked details and helped customers and coworkers get the information they needed. That helped reduce confusion, kept work moving and created a better experience for the people we served.”



H
IS FOR HUMAN
CONNECTION

RASOR
COMMUNICATORS, STRATEGISTS, CREATIVES.



HUMAN CONNECTION

Ask yourself:

- How do I build trust?
- Who benefits from my work?
- How do I make things easier, clearer or better for customers and colleagues?
- What do colleagues or customers count on me for?
- How do I want someone to feel after working with me?

HOW DO YOU RESPOND TO AN UPSET OR DISAPPOINTED CLIENT?



Generic Answer:

"I worked in customer service for 9 years. I know how to handle difficult people."



SHARP Answer:

"I'm good at helping people feel heard, especially when they are confused or frustrated. I stay calm, ask questions, listen and make sure they know what happens next."



A
IS FOR APPEAL

RASOR
COMMUNICATORS, STRATEGISTS, CREATIVES.

APPEAL

STRENGTH



EVIDENCE



IMPACT



VALUE

What you do well

The example, story,
result or proof

Why it mattered

The value formula



ACTIVITY: USE THE VALUE FORMULA



My strength is _____



An example is _____



The impact was _____



The Generic Statement: "I'm a good communicator."



The Sharper Statement: _____



The Generic Statement: "I'm organized."



The Sharper Statement: _____

R
IS FOR REACH

RASOR
COMMUNICATORS, STRATEGISTS, CREATIVES.





REACH



Thank You Note Example:

“After learning more about the role, I’m especially excited about the opportunity to help the team improve communication across departments. This role connects directly to my experience keeping projects organized and making sure teams have the information they need to move work forward.”

MAKE YOUR VALUE EASY TO FIND

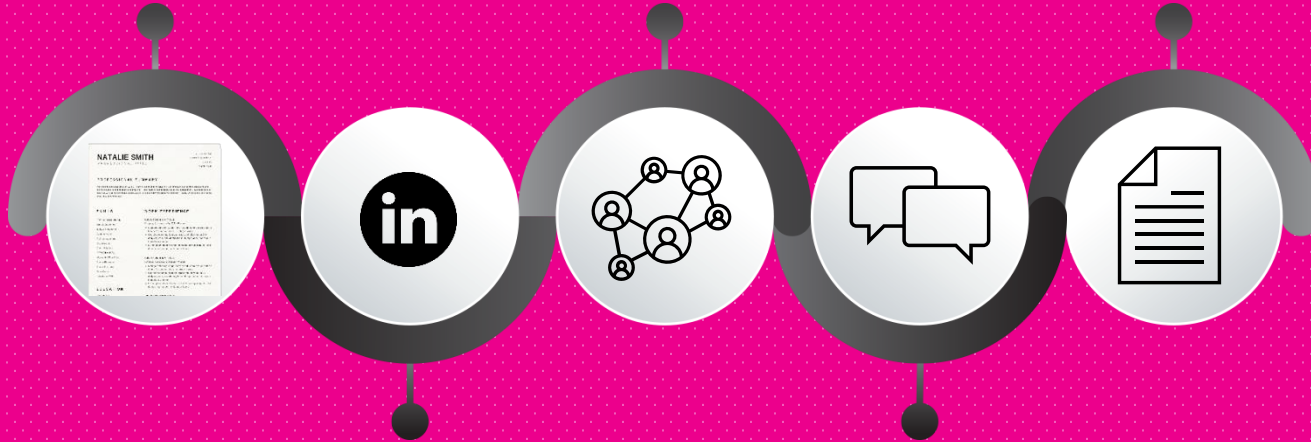
SHARP Approach:

"I applied, updated my LinkedIn, attended networking events, shared work samples and prepared interview stories."

Applied

Networked

Examples



Updated LinkedIn

Prepared Interview Stories



Generic Approach:

"I applied online."

P
IS FOR
PERFORMANCE

RASOR
COMMUNICATORS, STRATEGISTS, CREATIVES.



WHAT CHANGED BECAUSE OF YOU?



1. What improved?

- What got better, faster or stronger?
- What was the outcome?
- How was success measured?



2. What was made easier?

- What system, process or workflow did you streamline or improve?
- What did you remove or reduce?
- How did it save time, money or energy?



3. What problem was solved?

- What challenge did you step in to fix or improve?
- What was at risk if it wasn't solved?
- How did your solution make a difference?



4. Who benefited?

- Who did you support?
- How did your work benefit the customer, business or team?
- How did it make you or the customer feel?



5. What were the results?

- What evidence shows the value of your work?
- Do you have numbers, metrics or results?
- Can you show the before or after?

DON'T TELL THEM EVERYTHING TELL THEM **WHAT** MATTERS



Generic Answer:

Managed social media accounts.



SHARP Answer:

Created and managed a consistent social media strategy that increased engagement by 35% and helped the organization reach more of its target audience.

Be clear. Be specific. Be memorable.



SHARP AUDIT:

WHERE IS YOUR MESSAGE STRONGEST?

Rate yourself from 1 (needs work) to 5 (strongest) for each part of your message.

S	Strategic Marketing Analysis: I know what I want to be known for.	☐
H	Human Connection: I can explain how I work with and support people.	☐
A	Appeal: My message is specific and memorable.	☐
R	Reach: My resume, LinkedIn and interview answers reinforce the same value.	☐
P	Performance: I have proof, examples or results to support my strengths.	☐

THE RASOR
SHARP
METHOD

Strategic Analysis
Human Connection
Appeal
Reach
Performance



CUT THROUGH THE NOISE

Your Job Search is a Communications Strategy



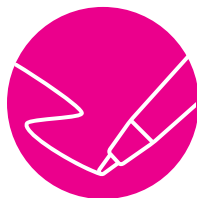
Be clear about what makes you valuable.

Know what makes you valuable.



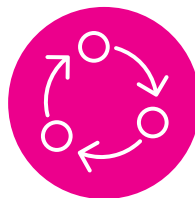
Be human in how you connect.

Connect with authenticity.



Be specific in how you tell your story.

Tell clear, relevant stories.



Be consistent in where your message shows up.

Show the same story everywhere.



Be ready to prove the impact of your work.

Back it up with examples and results.

**That is how you move from “I need a job”
to “Here is the value I bring.”**



QUESTIONS?



CONNECT

Mimi LinkedIn



SHARP

