



## Professional Edge Podcast

### **Marketing: Selling Yourself**

**Audio file:**

[www.engcornershop.com/Authentic\\_Listening/SueMorem.mp3](http://www.engcornershop.com/Authentic_Listening/SueMorem.mp3)

Sue Morem is a career expert and the topic of this podcast is selling yourself.

Listen to a short 3-minute recording and write down the five components that make up your professional image. Then, take notes when she discusses these components.

Based on your notes, you will be required to answer the questions which your teacher will give you later.



# Authentic Listening

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Use your notes to answer the following questions:

1. What kind of impression would you like to produce on people we come in contact with?

2. For various reasons people don't always tell the truth about themselves.

What should you do if you want to know if someone is not behaving truthfully?



3. According to the speaker, why is it important to stay positive?

4. Your grooming serves a very important purpose. What is a message that a well-groomed person sends to a prospective employer?

5. Why is etiquette crucial for your career success?

6. How do the five components that add up to your image work together?