

# HOW TO MARKET **MARKET**

## YOUR **CHES**® CERTIFICATION

### 1 SHOWCASE IT

Add your certification to career building resources like linkedin and resumes



2

### 2 OFFER SOLUTIONS

Relate certification to your ability to problem solve and use critical thinking



3

### 3 SHOW COMMITMENT

Explain how the certification relates to your dedication and hard work



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### 4 EDGE THE COMPETITION

Use the national and international standard to prove your advantage



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### 5 HIGHLIGHT YOUR VALUE

Convey the extra value it brings to the specific job and be prepared to discuss it



6

### 6 UPDATE SOCIAL MEDIA

Spread the word and connect with networks related to CHES

