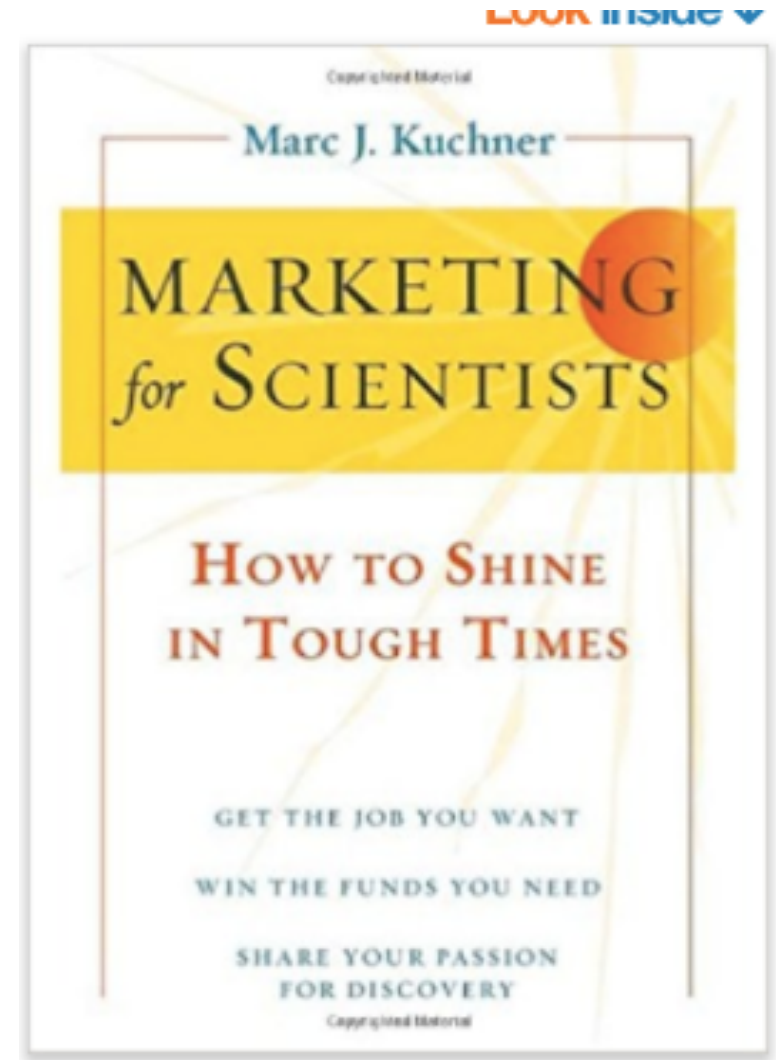


# A marketing guide for early career scientists

## Emmanuel Boss, UMaine

- Brand – reputation.
- Conduct: Be kind and nice. People notice.
- Share your results, ideas, instruments and data.
- Work hard. People notice.
- Follow your heart.



A book I did not read. Maybe good?

# You are your brand

Your good name as a human being is your most important asset. Don't tarnish it.

Your name appears on your work. Make sure it portrays who you are (don't co-author work you are not proud of and that you do not understand).

We are all sometimes wrong and sometimes have typos. Do your utmost to *not* have a reputation of being sloppy as people will assume it is not only in writing.

Don't let financial incentives get the best of you. Your peers will never forget if you sold out for \$\$\$s as a consultant for a cause you know has no merit.

# Conduct

Live by your own ideals.

Be happy for other people success. There is room for all.

Be kind, share, help. It will come back to you with dividends.

Don't expect anything and you will only be surprised for the better.

If you can, work on topics/solutions of interest to a wide audience. It will increase the number of people you touch and that are happy to have you.

# Conduct (continued)

It is a small community. Whatever you say or do is being noticed.

Don't say anything about anyone you are not willing to say to their face. It is likely to come back and bite you.

Don't pretend/fake/lie. It is hard to remember those...

Learn to say NO. Better to dance well in a few weddings than limp in many.

Give people the benefit of the doubt (until you can't).

# Conduct (continued)

If a colleague does something you don't agree with, consider that they are coming from a different place than you. Try to figure it out before judging.

Be frugal with grant funds (but remember not to be penny wise and pound foolish). If you cannot mentally explain to your neighbor an expenditure, you probably shouldn't do it (it is his money your are spending).

# Share

Have your work available to all and free of charge (remember your neighbor has paid for it). This should include only materials you feel comfortable about sharing.

Don't worry about copyrights when you do not derive any direct financial profit from sharing.

Google + 1 click should be all it takes to access your work. The likelihood it will be accessed goes down exponentially with the number of clicks.

Sharing = many paper by people doing the work you don't have time for.

# Work hard

You have the privilege to have a job that can be very fun and take you to some of the most amazing places on Earth. You don't want anybody think it was a waste.

No matter how fast you are, you cannot accomplish much w/o working hard.

Remember to take breaks, play and clear your mind. Some ideas do not appear while you stare at a computer screen all day.

Be reactive. Don't let people wait for your response. They will choose to work with those that respond.

# Follow your heart

When you do what you love, you will spend much time doing it (did I say work hard?).

When you do what you love, you will learn to do it well.

When you do what you love, it shows.

When you do what you love, you are happy. People are attracted to happy people.

When you do what you love, you will have no regrets if things don't work out.