

Four Ways to Sell Yourself with Excel...

And One Thing You Must Avoid

A special report for viewers of



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Thanks for catching me on Excel.TV! As a special thank-you for stopping by the site, here is a special report exclusive for Excel.TV viewers.

Get Hired with Excel

Excel is an essential skill for today's professional, no matter what industry or role.

Be truly great at Excel and you will never go unemployed.

McKinsey has estimated that the U.S. workplace alone faces a shortage of [1.5 million analysts](#) and managers with the knowledge to use data in business decisions.

If you want to get more comfortable working with data, Microsoft Excel is the best place to start. Its use is universal across companies and industries. And its data analysis tools are powerful.

Selling your Excel

But if you have great Excel skills and nobody knows, do you really have great Excel skills?

I want to give you a preview of what I will be covering on my new course, "Hired with Excel: What Every Analyst Needs to Know." In this course, I will lay out all the steps needed to get a job with your Excel skills.

To get updates on the course and my blog, subscribe. You'll also receive my *Beginner's Guide to Getting Hired with Excel*, a free ebook preview of the course, when you sign up.

Here are four ways to sell your Excel skills, and one thing to avoid. I hope it helps!

Best,

George

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1. DO use these resume keywords



In the initial stages of your job search, you aren't just writing your resume for hiring managers. You're writing for search engines, too.

Employers today can get hundreds of applications for a single position. To wade through them quickly, recruiters search for resume keywords just like you'd search for website keywords on Google.

To optimize your chances of your resume getting found, put two keywords on your resume: "Excel" and "Microsoft Office."

Many Excel job-hunters will exclude "Microsoft Office," as they believe Excel is truly the only important office tool for the job.

This may be true, but remember that you are writing for recruiters to find you on a search engine. They may likely search for "Microsoft Office" and find your resume that way.

By putting both keywords on your resume, you're more likely to get found by the recruiter. If your resume sits in a pile, your Excel skills won't matter!

2. DO understand data wrangling



The most important skill of an analyst, ironically, isn't analyzing data. It's preparing it.

This skill set, called "wrangling," is the most time-consuming task for analysts. *The New York Times* reports that data scientists spend a [majority of their time](#) preparing data. This is similar for analysts (For the difference between analysts and data scientists, read #5.).

Data is rarely fit for analysis out of the box. Instead, you'll need to re-format fields, merge sets of data, and so forth. A lot can go wrong in this process. You're likely to lose data integrity, resulting in numbers from one set of data not matching another set of data.

This inconsistency in numbers can wreak havoc when you're at a meeting, referring to one set of numbers, when somebody else sees another.

The best Excel analysts understand the importance of wrangling, and have found efficient ways of preparing their everyday workplace data.

Communicate the importance of accurate, efficient data preparation at an interview, and you'll be far ahead of the competition.

3. DO learn the lingo by talking to junior analysts



From motorcycles to chess, every pursuit has its own lingo.

Excel is the same. And to join the club, you need to learn the language.

Like with many things, the best way to learn the lingo is not from upper brass. They are too far removed from the action.

Instead, go below deck with the commoners – the junior analysts.

You are going to get a more honest, accurate description of what it takes to get started.

Most college professors and senior leaders are unable to teach you what's really important in Excel, because they don't use it the way you will.

To understand how analysts really use Excel, speak to the people who use it 40+ hours a week....speak to the junior analysts.

Once you speak the language, you won't sound like an outsider, and you can sell your Excel skills easier.

4. DO advertise your Excel skills on LinkedIn



Remember the [episode of Seinfeld](#) when George uses his name as jingle to get a second date?

Selling yourself on LinkedIn is a similar strategy. Each time a hiring manager or recruiter sees your name on LinkedIn, you've chanted your name again.

By the time it comes to hire, you will be first in mind.

The great thing about learning Excel is it spans all companies and industries. No matter what career strikes your interest, you can sell your strengths with Excel.

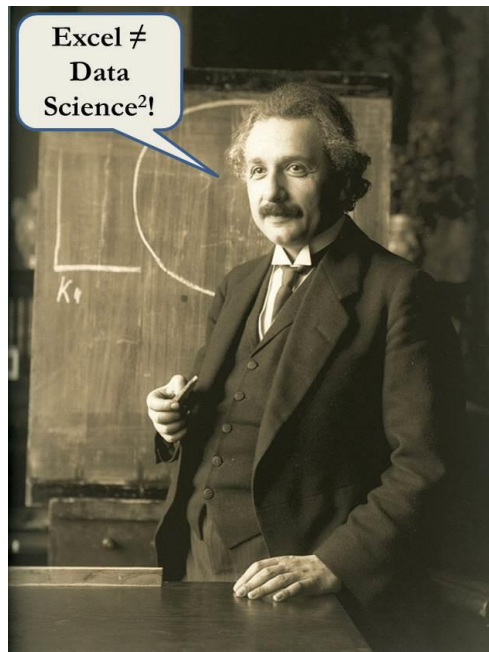
So when you are networking and job hunting on LinkedIn, Excel is a great content platform to sell yourself on.

Share Excel articles. Link to samples of your work. Write some posts detailing what you've learned.

Start by joining my group, ["Hired with Excel."](#) I post articles about Excel, data visualization, and more.

The more often people see your name on LinkedIn, the more they will consider you an Excel authority.

5. DO NOT call yourself a "data scientist" unless you are one.



If you are reading this report, it's highly unlikely that you are a data scientist.

Rather, you're looking for your first job as an analyst, or a seasoned professional looking to improve your Excel skills.

While a gateway to more advanced data techniques, **knowing Excel does not make you a data scientist.**

Data science is hypothesis testing on huge, messy sets of data. These data sets are usually so big that they couldn't even fit into Excel.

Calling yourself a data scientist shows you have little humility, and are uninformed of the wider world of data analysis.

Data analyst? Sure. Just not data scientist.

What's next?

I love Excel because there's always something new to learn. **So don't stop with this guide!**

1. Sign up for e-mails

Join my [mailing list](#) to learn more about marketing your Excel skills.

To say thanks, you'll receive a free copy of my *Beginner's Guide to Getting Hired with Excel*.

2. Watch for my course

I am working on a course called "Hired with Excel: What Every Analyst Needs to Know."

This course will cover **everything I wish I had known about Excel** after a master's degree and years of experience in various roles.

But it's not enough just to be great at Excel. You also need to market those skills. **This course, unlike others, will show you both.**

Sign up for the mailing list and be the first to know when it's released.

3. Find me on social

Also find me on the following social channels.

- [LinkedIn](#)
- [Facebook](#)
- [Twitter](#)
- [Instagram](#)

And be sure to sign up for my LinkedIn group, [Excel Hired with Excel.](#)

Thank you

Thanks to Excel.TV for having me on, and to you for reading!