

Tips to Success in Year 1 on the Job (and Beyond) for Ohio University Sports Ad Students

- Set Your Own Work Hours (Try to be one of the first ones in, last ones out)
- Know the OU Directory (Try to remember who are OU alums, it will help you with networking - realize the power of the network)
- Take time to connect/stay connected with your class and the classes above and below you (just think, you will have just expanded your network by 90!)
- Read to absorb... and repeat
- Ask Questions
- Proactive vs. Complacency - What are you waiting for? Be proactive.
- Become an expert at anything industry-related (2.0, technology, etc.)
- Understand how your company makes money
- Understand emerging trends (and try to put them in lists)
- Benchmark ideas (great ideas can work anywhere... across multiple channels)
- Titles don't mean anything when you are first starting out. (If you don't treat yourself like a rookie, people don't see you as a rookie)
- Participate in brainstorming/ideation sessions whenever you can (this is oftentimes the best way for others to see your capabilities - prepare too)
- Be five minutes early to every meeting (you never want to be "that" guy/girl)
- Always carry a notepad with you for meetings
- Take performance reviews / end of year recaps seriously (it's your career after all - how seriously do you want others to take your career?)
- It is not about what you know... it's about who you know (even in this business starting out)...
- Treat everyone the same, with respect
- If you have time, go around to other account teams/groups within your organization and ask where you can help... you might be surprised
- Network with OU Sports Ad alums in your city
- Handwritten notes go a long way... Everyone remembers these
- Read all available case studies that you can (this is the easiest way to learn and understand)
- You are your own brand - treat yourself like one (don't become just a number or another product on the shelf... differentiate yourself, add value to yourself)
- Be prompt with your responses (email, phone calls, text messaging, etc.)
- Use Linked In - this resource makes it easy to connect and stay connected
- When starting out, it's not about the company you work for (ala Nike's of the world)... Instead it's more about your situation (who you will be working under, what you will be doing, who you will have access to)
- Ask yourself how you can contribute to the industry just starting out...
- Start a Class Database (all info) and stay in touch; consider bi-weekly calls
- Flickr.com is your friend (especially when it comes to recaps, examples, benchmark ideas, etc.)
- Remember, you don't need to reinvent the wheel - if you are tasked with coming up with a creative idea, etc. - just search and you will find some great things
- Know how to use Microsoft Office Applications as well as possible... you would be surprised how much of an impact this can even have on your organization...
- Try to understand all aspects of the industry (properties, sponsors, agencies, media, etc.)
- Network with others via conferences, social networking (SportsMarketing20.com), emails, calls, letters, lunches, events, etc.)
- It is healthy to have a balance between work and your personal life

40+ Resources to Check Out on a Weekly Basis (find ways to get the passwords for these sites)

- Sports Business Daily (a must, every day) **(Subscription)**
- Sports Business Journal **(Subscription)**
- IEG (Sponsorship.com/IEGSR) **(Subscription)**
- WallStreetJournal.com **(Subscription)**
- The Migala Report **(Subscription)**
- Google News **(Free)**
- PartnershipActivation.com and Partnership Activation 2.0 Newsletter **(Free)**
- BusinessWeek **(Subscription)**
- YouTube - Videos - Sports - Rising Videos **(Free)**
- Sporting News Online E-Newsletter **(Free)**
- AdAge Newsletter **(Free)**
- Marketing Daily Newsletter **(Free)**
- OnlineMediaDaily Newsletter **(Free)**
- Http://sportsbizfeed.com **(Free to Access)**
- Darren Rovell's CNBC Sports Biz **(Free to Access)**
- SportsMarketing20.com **(Free to Join)**
- Sports Marketing and PR Roundup Newsletter **(Free)**
- Veritix Sports Marketing Newsletter **(Free)**
- The Sports Networker **(Free)**
- The Business of Sports **(Free)**
- Alltop.com Sports News **(Free)**
- The Business of Sports - Sun Sentinel Blog **(Free)**
- AdWeek Magazine **(Subscription)**
- Flickr.com **(Free)**
- B&C Magazine(The Business of Television) **(Subscription)**
- Various Marketing Blogs (CherryFlava, CoolzOr, BrandWeek, MediaPost.com, Trendwatching.com, Cool Hunting, 'Cross the Breeze, Adrants, Fallon Planning, Marketing VOX, Brandchannel)
- LinkedIn.com **(Free)**
- SponsorshipInsights Newsletter **(Free)**
- Corporate Case Studies **(Internal Documents)**
- OU Center for Sports Administration (make it as your homepage; easy to stay connected) **(Free)**
- Take a Peck - Sports Business News **(Free)**
- Running the Best Races **(Free)**
- Seth Godin - The Dip Blog **(Free)**
- http://invisiblered.blogspot.com/ **(Free)**
- Billboardom **(Free)**
- Deadspin **(Free)**
- The Big Lead **(Free)**
- WithLeather.com **(Free)**
- NY Times "Most Popular Articles" **(Free)**
- SportsAg **(Free)**
- Guerrilla Innovation **(Free)**
- Stadium Advertiser / Stadium Manager **(Free)**