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Introduction to Marketing
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Marketing Myself

My name is Patrick. It means: noble born, leader, always in the vanguard. Life challenges me to live up to this label. It seems I was destined to be molded to this moniker.

I was ripped away from my family at a young age and lived in a variety of homes. I learned to act independently; seeking motivation from within myself. I wanted what other children had. However, I quickly figured out that it was a waste of time waiting for someone to give it to me. I lacked the family support most kids enjoy, so I went to work.

My first job was picking up dropped nails on a construction site. I sold them back to the carpenters. From that I progressed to collecting aluminum and doing lawn care. I had a paper route of 249 weeklies while I was still in grade school. I excelled beyond my peers by using a combination of hard work and creativity. I wore better clothes, had a nicer bike, and took part in more exciting activities such as summer camp. In addition, I learned to take calculated risks. They were often beneficial.

I ran away at the age of thirteen and began to hitchhike around the country seeking employment. I went to small churches in rural areas and offered to work in exchange for whatever they could spare. The results were phenomenal. I often made more than what I thought the jobs warranted. Of course, there were times I labored all day for a hot meal and a place to sleep. I eventually settled down in Davis, California.

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I was injured while working at a lumberyard when I was twenty years old. I had a 600 pound structure fall on me. I received multiple concussions along with neck and back injuries. They slowed me down but failed to crush my spirit. Workman's compensation wrote me off as permanently disabled. This motivated me to use my mind and creativity more to earn a living. I started a resale company called Tramp Industries. It was the first of the three businesses I owned. I made enough money to pay bills but failed to reach the success I desired.

In the meantime I worked hard to physically rehabilitate myself. Through exercise, diet, and the care of a doctor I recovered enough to take up a longed for hobby. It was taekwondo. I started classes at a local junior college. Eventually I advanced and began to assist the instructor. Through martial arts I developed a high degree of self discipline. I also learned organizational skills. Both were necessary to achieve my goals. I was always an encourager and the teamwork involved in this sport refined my teaching and leadership potentials. I acquired the ability to effectively guide others towards success.

I see myself grow year by year. I am a lifelong learner and a hard worker. I see a bright future in front of me. It is a privilege and honor to have the opportunity to better myself. I plan to use it wisely. This zeal and a vision for the future, combined with my experiences, make me a man worth following. Thus, I live up to my namesake "Patrick".

"Marketing Myself" was a homework assignment for a college class I am taking. The 3 courses I am currently enrolled in are:

- Introduction to Business
- Introduction to Marketing
- Business English.

This is my third semester attending Coastline Community College. I think college is the most exciting activity available to me. I make great sacrifices in order to participate in school. It is well worth the effort. I hope the content of my blogs will improve as I progress in my class. I have a double major: General Business and American Studies.

I look forward to responses my paper generates. Thank you, everyone, for your kind words of encouragement. I especially want to thank those who take the time to transcribe my blogs. I am grateful to all of you.

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