

[00:00:00] In today's fast paced and ever-changing world of marketing, being a multidisciplinary marketing expert can give you a powerful advantage even over others who have been in the industry for a long time. If you are multidisciplinary, meaning that you excel in multiple different areas of marketing and you can understand the big picture, you are going to reach the top and become a marketing leader in no time.

So let's chat about that today.

Welcome to the Short of It with Amanda Long Business and Productivity Podcast. So today we're talking about why being a Jill of all trades is a great thing, especially if you're a marketing manager or you strive to be one and you would love to move up into account manager roles, marketing manager, run your own [00:01:00] business.

If you're a freelancer, this is all really gonna be great information for those of you. So you might have heard the saying, Jack of all trades, master of none, but that's not entirely true. In fact, it's a bit of a misinterpretation. The original saying was, a jack of all trades is a master of none, but oftentimes better than a master of one.

That means that you have a broad range of skills and knowledge. It was meant as a compliment and in today's world, I don't know why we got off track and twisted this quote into some sort of, For some reason, this quote got this twist, and it's implying that you have many competencies, but you're not particularly outstanding in any of them.

And that my friends is not always the case. In fact, it is usually quite the opposite. You can have many competencies with a specialty in an area or a niche. And still be amazing and outstanding and still be considered an expert. And guess [00:02:00] what? Being a Jax or Jill of all trades is essential for being a great leader.

I'm not sure if you've seen this out there, but there is an image out there that is the shape of a T and it says, be a T-shaped person. And this is someone who has specialized knowledge and skills in a particular area, as well as the desire or the ability already to make connections across different disciplines.

So that means that the top of the T. Is this broad ability to work outside your core area while the vertical line down on the T is where your deep, functional area, discipline, or specialty lies. So think about this. If you're applying for an upper management or upper level role and you have solid knowledge ranging

from strategic planning to campaign analysis and goals, and setting strategic goals for campaigns, social media strategy, you understand what's going on in the world of marketing and social media.

You have great graphic design [00:03:00] abilities or an eye for it to know what works and what doesn't. Maybe you have some stellar copywriting skills and you have the ability to see the bigger picture, but your niche is, maybe it is copywriting, like maybe you have one core niche, but all these other skills you've built along the way.

So that makes you a T-shaped person because you have this broader range. You can see the bigger picture, and you have the edge over someone who only does one of those jobs, who's probably a really amazing, skilled expert. But say you have a web designer, a graphic designer that only does that work. . That is where being a Jill of all trades fits in perfectly for leadership roles because you have this wide range of knowledge, just not this one narrow core, deep expert skill.

Now, that is how I built my business. I have multidisciplinary skills that I acquired. While building in the real world, working one-on-one with my clients, building my [00:04:00] business on the side, and eventually bringing it into fruition as a business on my own. The years that I've spent marketing and in project management is actually what has helped me help others.

And the way that I see it, you are a niche skilled expert. We all have some niche skill or expertise. The way I see it, whether you are a niche skilled expert or you're multi-skilled with many competencies, or you're multi-skilled with a niche expertise, there's a place for each of you. We need every single one of those.

It's common to start with a specialty area and then become more versatile, translate those skills into other areas. For example, I started as a paralegal and I transferred those case management skills into project management skills and my years of blogging on the side as a paralegal. Is what has fine tuned my online marketing skills.

And I put both of those skills together and I've become a really great marketing manager and I've been able to help other people become [00:05:00] great marketing managers as well, using the skills that they have, honing what they've got already in place and nurturing those things that they want to expand on. As a marketing manager, it's beneficial to be multifaceted and have diverse skills and knowledge.

And let's face it, most of us are already multifaceted as even as experts. Think about a doctor or lawyer who became multifaceted because they run a medical practice. Or a law firm, they have to be a master of all those trades to run a business, manage people, and also practice medicine or law. So being versatile means that you can manage a team, develop a brand strategy.

You can write copy, you know how to analyze data, you know how to look at all these things and create a really great, well-rounded marketing campaign for clients. And this versatility is very valuable. It lets you tackle any changes that come your way. It helps you keep on target. And it helps you see the big picture and focus on [00:06:00] the entire thing, whereas other people who are doing the parts and pieces of the project, May only see their particular piece of it.

Being a Jill of all trades allows you to take on a wide range of responsibilities. It allows you to grow in your career, grow your business. You can adapt to various situations, and all of that can help you advance your career or your business. Same for freelance marketers. These skills are so great because you can get by wearing many hats so that you don't have to hire somebody right away.

You can get your business started or you can get your freelance marketing business started. Save time and money without having to hire a big team to get started. So you are versatile and you can jump in and start building something before you have all hands on deck. And then you can go to the point where you can start growing your business or start growing your team and handing things off.

You know how everything functions. You know what needs to be done, and you have this [00:07:00] really big picture idea and you can start placing people in it. Marketing is constantly evolving and as a marketing manager that is core to the job and you have many people on a team. Maybe you work for an agency and it's a smaller team, or you work for a big agency and it's a larger team.

But if you are that key person on that team, even if you do currently, you're say you're currently right now just a graphic designer, but if you're opening your mind to all these other things because you're focusing on where you wanna grow, You can help your team pivot quickly and you start becoming that standout person that is the go-to person.

Even people start asking you, what have you heard in the industry? And then you become that expert even on your team, which helps you grow. . Understanding that bigger picture enables you to do just that. Now you can take

on new challenges and responsibilities. You're better equipped to navigate changes in the [00:08:00] competitive landscape.

Marketing is all about creativity and as a J of all trades, You're able to think outside that box and you're able to come up with an innovative solution to all those marketing challenges. I mean, how often do we see new features being released by TikTok and Instagram? You know, if we're talking about social media and if you are somebody who keeps up on that, then you can direct your team as new things come up and be on that cutting edge because you are keeping up with the industry and you're sharing that with your.

And then everybody can brainstorm on these great new ideas and campaigns and develop all the creative content that goes into marketing campaigns. And now you are positioning yourself as an expert in marketing in general. Just remember, creativity is such an essential part of marketing, and we have. So much data flying at us at all times.

But if you can take that data and you know how to distill it down into what really needs attention and what doesn't, you're gonna start standing [00:09:00] out from your competition. Whether you are running your own business and your com, you know, your competition is another business. Or if you're on a team and you're really looking to grow upward and become.

You know, the higher level on your team, a marketing manager, maybe you strive to one day be a VP of marketing and a company, but I really see that being a Jill of all trades puts you at a huge advantage if you are resourceful, which most people who are multifaceted. Then when you're faced with a challenge or an obstacle, you can draw on all of that knowledge and experience you have, and you find creative solutions and you can think outside the box and come up with innovative ways to achieve goals, even when time or money is limited.

And let's not forget, communication is key to marketing, and let's be real in the marketing industry, that doesn't happen as well as you think it should. I mean, we are in marketing, so we should be able to communicate [00:10:00] things well, and it seems like it's. A very tough industry to make sure communication among teams is clear sometimes.

So if you are able to effectively communicate with team members, clients, stakeholders, and you can articulate your ideas and clearly provide examples and reasons why, you know, to make a case for maybe doing something that

you think might. Listening actively and collaborating effectively are skills that are going to get you really far.

And most people who are Jills of all trades have those skills. That's why they are a Jill of All Trade is because they can really easily dig up the information that they need, share it with the team, communicate it, hear what other people are saying, and start in their. Pulling together these pieces of ideas.

Now, if this is not happening for you right now, do not worry. Once you really start picking up all of these different skills, that [00:11:00] part of it becomes very natural. It just does, because you've put yourself in a position that you have learned all these things, you've started pulling it together, and so your brain starts connecting 'em without you having to actively think about.

because you've focused on being multidisciplinary and finding different parts and pieces of the puzzle. So the more curious that you are, the more that you learn, the more your brain is gonna start acting like a jock or Jill of all trades, and that is gonna help you. Become a really amazing marketer. I really, truly believe that being a Jack or Jill of all trades is not a negative thing.

It feels like it's been negative for so long. And you know, I am, I feel like I've always been this Jill of all trades, and I really like to get broad information. I like to learn. I like to teach other people's stuff. And so every time I just heard that, you know, derogatory. Comment that, you know, being a jack of all trades is a master of none like it feels.

[00:12:00] So, it felt so negative to me and I thought, man, I, I'm doing this wrong. Like, I need to niche down and I need to become an expert in one area. But guess what my success is because, . I am a Jill of all trades. It's because I've stayed curious. I've asked questions. I love to learn. I love to take in information, and most of all, I love to help other people and I love to bring people together and help them create amazing things and, and teach everybody so they can get a step above and start learning the things that are within their skillset.

But maybe they're just not. So it's just an amazing opportunity to be a Jill of all trades. It is not a curse. There's no negative connotation to it, and if you love to learn, this is going to be where it's at for you. This is where your success is gonna be, whether you're a business owner or you are on a marketing team and working with teams.

And it's just an amazing opportunity with so many. It can help you excel in your career as a marketing manager, so don't be [00:13:00] afraid to embrace being multi-talented and become a Jill of all trade. Let's dispel that negative connotation and make big change in the marketing industry together. I would love to hear where you are in your journey.

If you feel like you are a Jill of all trades or if that's where you wanna be. Maybe you're not quite there yet. It's all a journey and. , your journey is gonna take you on the right path to where you need to be. I wholeheartedly believe that because that I started as a paralegal and I'm now an online marketer.

I mean, you can just see how being multidisciplinary can be amazing and take you in completely different directions than you thought maybe you ever would in your life. So head on over to your favorite social media platforms. DM me and let me know where you are in your journey. If you agree with this.

Are you an expert right now that is looking to become and break into being a Jill of all trades and you wanna know where to start to send me a dm? I'd love to chat with you over there. Join me each week for [00:14:00] a new episode of the Short of IT with Amanda Long sign up to get our emails. You'll be the first to know when new episodes drop, and you'll also get weekly tech and productivity tips from.

You can connect with me on your favorite social platforms at Amanda Long s m s. I'd love to chat with you over there and thanks so much for listening.