List serve ideas for Promote Yourself...

There is a great article about this on mashable.com
It talks about how the new wave of the "resumes" is doing a video resume and webpage. I would strongly encourage going that route. You can search the article after logging onto Mashable.com

I give my students a paper frame and they copy/paste a picture, then title it (headline), insert copy (description of traits), and then write other positive things about themselves around the remaining frame border. I have attached the frame I used. I then put their pictures up on the board. I title the assignment "You've Been Framed".

how about a Facebook page or website (Wix.com) or their own About.com page (free and easy) or a google profile . . .

I done a similar project for my advanced marketing students in which they spend part of their classtime in 4th quarter working on creating items that market themselves. I tell them to create things they can use for graduation parties, etc. Here is the grade rubric I've used, just cannot find my other docs; if I do, I'll be glad to send them.