

A Career Search Business Plan A toolbox

You lost your job - so what now?

1. Know how to handle the new **financial** reality
2. Know how to handle the **trauma** vis-à-vis your spouse, kids, friends, colleagues and,...your future potential employer
3. You need to develop a "**story**" that you communicate. You can have more than one story. This is a part of your Marketing Plan
4. **STOP!!** Don't do anything until you are ready for your campaign

The Campaign Process

- 1 Your **RESUME** - summarizes your expertise and **the problems you know how to solve**
- 2 Your **TARGET COMPANIES** - are the organizations that **may have these problems.**
- 3 Your **NETWORKING** - is the **conduit to get interviews**
- 4 In your **INTERVIEW** - you demonstrate your knowledge about **solving their problems** (get the monkeys off their back)

The two steps of getting a job

Step one - **all activities leading to an interview**

Step two - **the interview**

1. Step One - Activities leading to an interview

- 1 Finalize your resume and ensure that it is to your satisfaction**
 - a The resume should represent you and you should be very **comfortable with its content** and be **able to defend it** and answer any questions.
 - b You may need to **develop variations to the original** resume to adapt and reflect the needs of the position that you apply for.
 - c Make sure that your resume **includes "key words"** as they appear in the job description
 - d Have your resume be **edited by a professional resume writer**
 - e Your **resume must be excellent.** In this "buyers market" of ample resumes only the excellent ones are considered. The rest are discarded!
- 2 Complete 25 SARBs (PARs, CAR's etc.)**
 - a Try to have more SARBs related to your most recent jobs

- b Create your SARB's from 10 Job Descriptions or ads in your field of interest.

3 Develop a 90 seconds "commercial"

- a Be sensitive to the listeners span of attention. Make sure that you don't lose him/her
 1. Brief review of facts: your area of responsibility, function, title, followed by the scope of your responsibility, managed dollars, number of people under your supervision etc
 2. A brief review of your primary benefits that you brought to the organization.
 3. Bring a brief example in SARB format
 4. If possible ask for a referral
- b Must practice this to have it down pat.

4 Develop now the 30 seconds pitch

- a Same as the 90 seconds "commercial" drill but shorter and less formal.
- b Make sure that you don't lose your listener's attention
- c Spend 10 seconds providing a brief professional summary about yourself, the next 10 seconds about what you want to do in the future and the last 10 seconds about how can the listener help you
- d Always remember to ask for **AIR (Advice, Information and Referral)**
- e Must practice this to have it down pat.

5 Prepare a Intro Marketing Message

- a Prepare a one paragraph marketing message to post it wherever applicable: for example on cover letters.
- b Do not duplicate what's in your resume but rather amplify it.

6 Identify 3 industries for your campaign

- a Use resources from a public library. Solicit the help of the reference librarian.
- b Use ReferenceUSA.com

7 Within these 3 industries identify 20 TARGET companies

- a Spend ample time to do your on-line research to make sure that these are your right TARGET companies
- c Use **Zoominfo.com** and **LinkedIn.com** to research people within the company
- d Google executives and/or the hiring manager

8 Start documenting your career search activities

- a You should keep track of all your significant contacts and "need to follow up" activities. In addition, keep track of all your career searching activities costs such as meals, mileage and any other relevant expenses

9 Register with and place your resume on Job Boards

- a It is important to update these job boards daily. Recruiters look ONLY at recent postings
- 10 Find a list of recruiters specializing in your industry & function**
 - a Solicit the help of your local reference librarian.
 - b Recruiters do not need to be local
- 11 Select a few local recruiters for follow-up calls**
 - a Attempt to get a meeting - they will remember you better
- 12 Prepare a NETWORKING PROFILE**
 - a This is what you hand out when networking
 - b Consists of your upper part of the 1st page of your resume plus
 - c A list of your target companies
 - * no more than 20 or so otherwise it is overwhelming
- 13 Register with LinkedIn**
 - a Invite someone with many connections to benefit from his/her list of contacts
 - b Find people inside your Target Companies and connect with them.
 - c If appropriate you can call people you found on LinkedIn
- 14 Find associations for your industry**
 - a Register with some which are pertinent and start attending meetings
- 15 Contact University Alumni**
 - a Attend meetings
 - b Select and contact your alumni for networking
 - c Connect with your alumni on-line database for searches
- 16 Learn to use Job Alerts**
 - a Use **Indeed.com** and **Jobster.com** to set up Job Alerts. You will get daily emails with new postings
 - b Sign up for your target company's website to get notices on newly posted openings
- 17 Get FREE trade publications**
 - a tradepub.com or subscriptionnetwork.net
- 18 Look at your local Chamber of Commerce website**
 - a Find out when and where do they hold meetings
 - b Attempt to attend a few meetings
 - c 50% of your networking meetings should be with people who are NOT in transition
- 19 Order business cards**
 - a Commercially or **Vistaprint.com** which is free
- 20 Do a salary search**
 - a **Salary.com**

Step Two - The Interview Process

- 21 Practice Frequently Asked Interview Questions**

- a Memorize 20 to 40 Frequently Asked Interview Questions AND your specific answers
- b Do as many Mock Interviews as you can.