

Upturn

POINTING YOU IN THE RIGHT DIRECTION

**Five Tips for Helping You Become Rich and Famous
(Even If You Need to Find a New Job First)**

Marketing Yourself



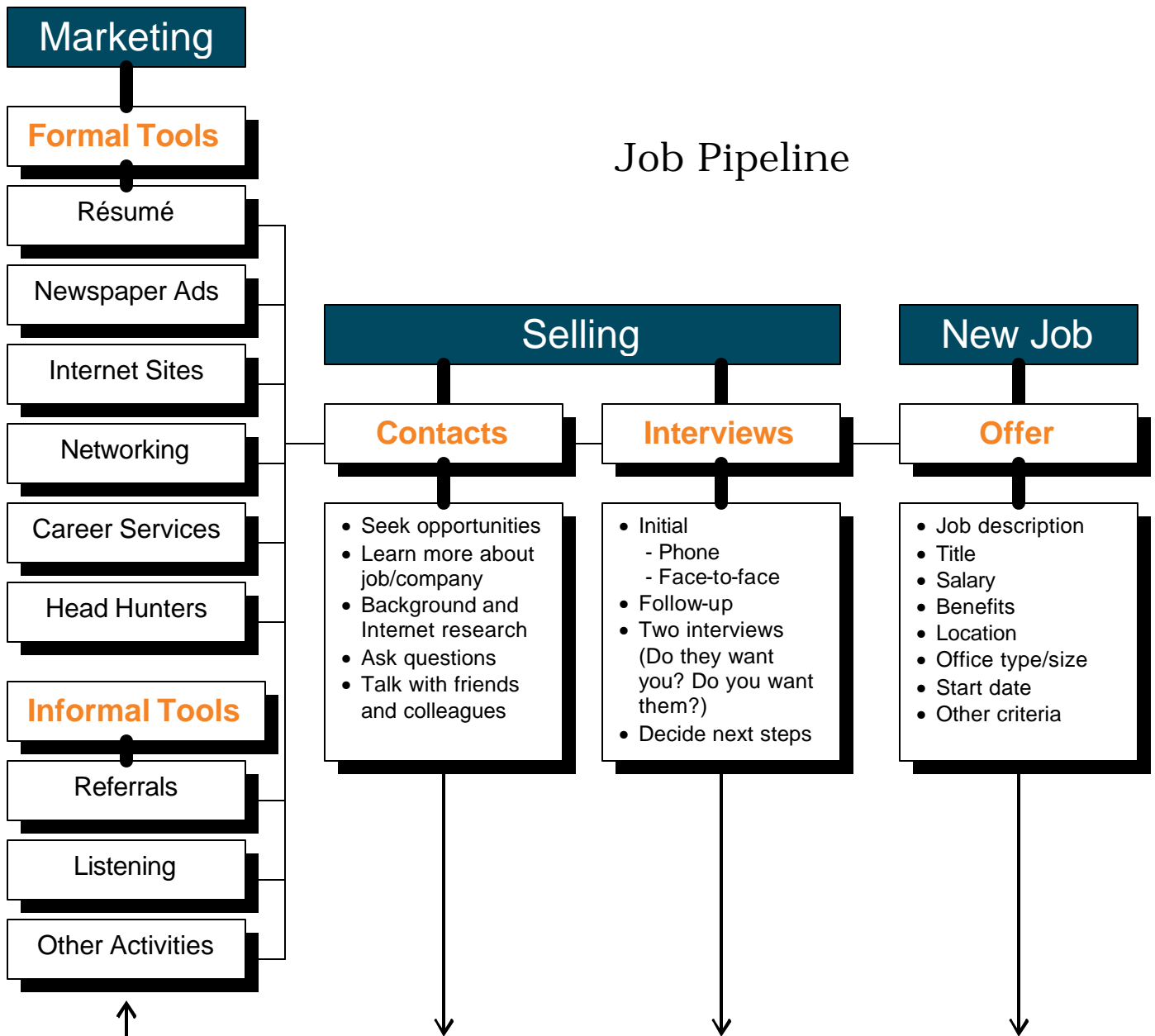
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Make Finding a New Job, Your Job

You might get lucky and have a great job fall in your lap. But, if you're like most people, you're going to have to work at it. The more focused and deliberate you are, the more opportunities you'll find.

The best way to find job opportunities is to create your "job pipeline," or a step-by-step process you'll use to land the job you want. In essence, it's a big qualifying process where you look for good "job leads" and sort them by follow-up conversations, interviews and eventually offers.



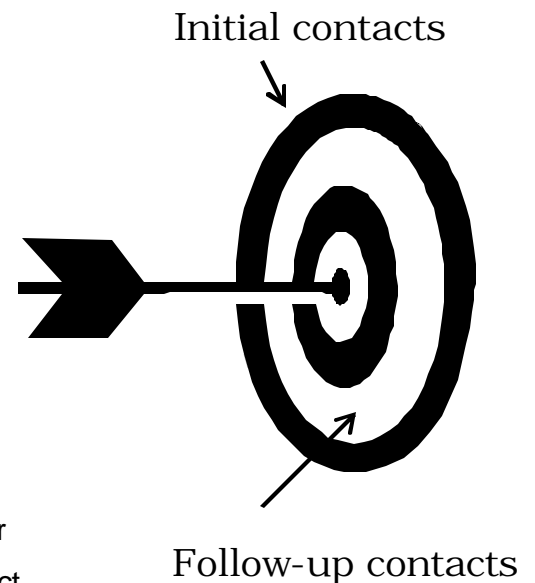
The Best Jobs Are Found Through People, Not on the Internet

If you're limiting your job search to Internet listings or places where hundreds—if not thousands—of other people can easily see the same information as you, you're wasting your time. Instead, network with a handful of the right people. You'll be more likely to find jobs that no one else knows about. You might even find special ones that are created just for you. (Every job I've ever held was created for me after I had a chance to talk with the owner or senior manager.)

Finding the Bull's Eye

I like to think about networking as a bull's eye target. The first people you start with may not even be on the target, but they can lead you to others who are on the outer circles. Those on the outer circles can lead you to your target.

Remember, the more specific you are in terms of the kinds of companies you would like to work for or the specific types of job or jobs you're looking for, the easier it will be to hit it. Don't say, "I'd like to find a job in project management." Very few people will be able to help you. Instead, say, "Who do you know that works at ABC Bank?" When you ask people to think about something specific, it's easier for them and more productive for you.



What Networking is all About

- Networking is a life skill. It is not just something we do when we want something. The objective is to build and develop an ongoing relationship. When you frequently help others, they will often help you in return.
- Give without expectation. Networking is about helping others achieve their goals or solve their problems.
- Great networkers listen and gather information. Without listening there is no trust. Without trust, business rarely happens.
- Networking is about contact. Connect with people. Find individuals you can eventually bring into your inner circle (people you know best and can help the most) as well as other people in your outer circle (individuals who you meet less frequently but who you can also help).
- Networking has been around for ages. We just recently gave it a name. It used to be called... helping!
- It's okay to ask for what you want. Most people like to be helpful—when asked.
- If you go to a networking event with a buddy, don't spend all of your time with them.

Before the Event

- Introduce yourself to someone on the way in. Hey, you never know.
- Develop a "Top 25" list of companies and/or individuals you'd like to meet. Ask the people you're networking with if they know any of these individuals or friends of these individuals.
- Have a mentor. Rehearse. Practice.
- Set clear goals and objectives. The first step in getting what you want is defining what you want.
- Go! You might meet a new best friend or a prospective employer.
- Always RSVP.

During the Event

- Adopt a “There you are” (You’re important, I want to meet you) versus “Here I am” (I’m important, you must want to meet me) state of mind.
- See someone you know? Introduce someone you know to them and they will probably do the same.
- Circulate and make your presence known to key people and peers.
- Smile. Look people in the eye. Shake hands.
- Exchange business cards. Business cards are best exchanged when there’s some stated, mutual reason to do so, like a time to schedule a follow-up meeting or something promised to send.
- Increase your people vocabulary. Use their name in a sentence.
- Focus on making two to three meaningful, more detailed contacts rather than 10-20 superficial introductions.
- If it’s appropriate, schedule a follow-up meeting during the event.

After the Event

- Follow up on anything promised or promising. If you aren’t planning to follow up, don’t promise anything during the event.
- Stay in touch. Card, phone call, fax, email, article, brochure, events, updates. “I saw this and thought of you.” “Thought you would appreciate this.” It builds relationships.
- Take immediate action. There’s no excuse not to. If you promised follow up, do it that day or the next. If you said you would call, call within a day or two.
- Always carry your business cards.
- Identify your two or three biggest self-presenting weaknesses and take corrective action.

Throw Your Résumé in the Trash

At the request of a long-time friend, I took a young college graduate to lunch. She was both excited and scared of the first official task of her professional career—finding a job. She wanted to know if I could provide advice and referrals.

After we talked about what she had studied in school and what kinds of jobs she might be interested in, I gave her an idea. It was the same idea I had given to hundreds of other people, many of whom had used it successfully to stand out from the crowd and impress their future employers.

I suggested to this young woman that she throw her résumé in the trash. By that I meant she should stop relying so heavily on her résumé—that one page advertisement designed to get a job interview. Instead, I suggested she treat the interview meeting like any sales call.

The basic elements of a good sales call are:

- The sales rep asks a lot of questions, listens and tries to understand the customer's problem.
- After the rep is sure about the specifics and it is something the customer wants to solve, they offer solutions, products, ideas or services to the customer.

I suggested that the young woman ask a lot of questions, listen and try to understand what problems a company was having and why.

Then and only then would it make sense to talk about her experience, skills and ideas for solving some of those problems? In essence, she was the product she should be selling. And she should sell herself in the way executives are use to buying.

“How do I do that?” she asked. I told her there were a lot of ways, but the one that works best is to prepare a written document containing three pages:

- **PAGE 1:** Put a title on it. Spell the name of the person, their title and company correctly. Include your name, address, phone number and date as well.

- **PAGE 2:** From what you know about the company, what you can read in newspapers, what you can find at the library, on the Internet, learn through friends and family members, develop a set of “pain” questions. I gave her a few examples:

1. What’s the biggest problem or challenge you are having with _____ or in _____ department?
2. How long has it been a problem?
3. What have you done to solve that problem?
4. What still needs to be done?
5. From what I’ve read, you have tried _____. How has that been working?
6. Is this a new position or one that was recently vacated?
 - If new position: Tell me about what was involved in the decision to create a new position.
 - If vacated position: Why did the person who held the position decide to leave? Were they promoted or did they leave the company?

- **PAGE 3:** In general terms create a bulleted list of your experiences, talents and abilities. Don’t simply repeat what you said on your résumé. Start each phrase with past-tense verbs so it shows you’ve accomplished something. The purpose of these statements is to show that you have the needed solution. But they should be general enough to leave you “wiggle room” so you aren’t completely boxed in with your response. Remember, numbers sell. So, include information about how much, how often or how fast you do things.

Page 1
Title Page

Their Name and
Company

Your Name

Date

Page 2
Questions about
the company/job

15-20 custom-designed
questions, based on
research

Get them talking—
telling you what they want
to buy

Page 3
Your Bulleted
Qualifications

15-20 statements that
include numbers (How
much? How often?)
showing what you’ve
accomplished

Leave wiggle room

I went on to tell her that after she prepared this document to have a couple of other people look at it to proofread it and make suggestions. "How do I use it?" she went on to ask. Once again, I told her there are several ways, but I suggested using the "Columbo" approach. You remember Peter Falk as Columbo, the bumbling detective who asked all kinds of "dumb" questions until he eventually trapped his suspect.

At the start of the interview, after you've met the person and had a chance to get to know each other a bit, open up your folder or take these sheets out of your jacket pocket and say, "I hope you don't think this is too forward of me. But, I was thinking about our meeting and I did some background research and reading. At any rate, I've come up with several questions I would like to ask you. I wanted to make sure I asked all the questions, so I typed them up."

Before you hand the interviewer the questions, pause for a moment. Then say, "Do you want me to give you these now or do you want me to save them until later?" Most will want the document right away.

If they say, "There's a place at the end of the interview for you to ask questions." smile and look for the first opportunity to ask a question. As soon as you can, ask a question on your sheet and hand it to the interviewer.

The trick is to be subtle and gentle. The young lady called me several weeks later to thank me for the advice, and to inform me that she had received two job offers, and chose the one she wanted. She realized that getting a job is more about "selling" yourself, than your résumé.

Know the Answers Before You're Asked the Questions

Some years ago, a friend of mine from the University of Kansas who worked in the placement office started collecting the most popular interview questions recruiters used to screen candidates. Use them to practice your interview responses ahead of time.

Questions about the Big Picture, Objectives and Values

1. What are your long range and short range goals and objectives, when and why did you establish these goals, and how are you preparing yourself to achieve them?
2. What specific goals, other than those related to your job, have you established for yourself for the next two to four years?
3. What do you see yourself doing five years from now?
4. What do you really want to do in life?
5. What are your long range career objectives?
6. What are the most important rewards you expect in your business career?
7. What do you expect to be earning in five years?
8. Which is more important to you, the money or the type of job?
9. What do you consider to be your greatest strengths and weaknesses?
10. How do you think a friend, colleague, client or professional who knows you well would describe you?
11. What motivates you to put forth your greatest effort?

12. What do you think it takes to be successful in a company like ours?
13. How do you determine and evaluate success?
14. In what ways do you think you can make a contribution to our company/organization?
15. In what kind of a work environment are you most comfortable?
16. How do you work under pressure?
17. Why did you decide to seek a position with this company?
18. Are you seeking employment in a company of a certain size? Why?
19. What do you know about our company?
20. What criteria are you using to evaluate the company for which you hope to work?
21. What major problem have you encountered and how did you deal with it? What have you learned from your mistakes?
22. Do you have a geographical preference?
23. Will you relocate? Does relocation bother you?
24. Are you willing to travel?

Questions about Mindsets and Philosophies

25. Why are you interested in _____? Why did you choose a career in _____?
26. Which _____ skills are you using to find a job?
27. What is your USP (Unique Selling Proposition)?
28. Why should I hire you?
29. What qualifications do you have that make you think you will be successful in _____?
30. What qualities should a successful professional _____ possess?
31. Describe the relationship that should exist between _____ and _____ functions?
32. Do you have written goals? Can I see them?
33. What two or three accomplishments have given you the most satisfaction?
34. Describe your most rewarding experience?
35. What _____ skills help make someone a better professional?
36. What two or three things are most important to you in your job?
37. What does a good _____ know how to do?
38. What do you know about _____ and have you ever used it?
39. What do you know about marketing return on investment? How should it be integrated into the _____ process?
40. How might you help us to improve our overall results?

Questions for Recent Graduates

41. How has your college experience and other marketing training prepared you for a business career?
42. If you were hiring a marketing candidate, what qualities would you look for?
43. What college subjects did you like best? Least?
44. Who was your favorite professor? What did he or she do that helped you the most?
45. If you could do so, how would you plan your academic study differently? Why?
46. What changes would you make in your college or university?
47. What plans do you have for continued study?
48. To what extent do you think that your grades are a good indication of your academic achievement?
49. What have you learned from participation in extracurricular activities?
50. How would you describe the ideal job for you following graduation?

If You Don't Have a Written Plan, You're Just Messing Around

Like so many things in life, it's easier to accomplish something when you decide what you want and write it down. Setting goals and creating a plan clarifies where you should be—and should not be—spending your time. It also helps you communicate more effectively to the people who can help you. Use these categories and thought-starter questions to create your plan.

Current Situation

Start by describing the environment in which you're trying to find a job. Be totally honest when comparing yourself to others in the marketplace.

What are your target markets? What kind of job would you like? Where would you like to work?

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What are your skills?

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Positioning

You can't be all things to all people. If you try, you'll water down your image and confuse your potential employers or new boss. The real challenge is to select a unique positioning or definition that attracts the people you want to sell to.

What is your Unique Selling Proposition (USP) that differentiates you from your competition?

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What is your niche? What portion of the overall market (segment) do you serve?

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What are the benefits of someone hiring you versus someone else?

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The value of a thank you note is greatly underestimated.
A thoughtful, handwritten note may be the difference between winning and losing your
dream job. Why chance it?

Marketing Tactics

Marketing tactics are individual tools, used in conjunction, to help you identify job leads—leads you will qualify through follow-up contact, interviews and offers.

What marketing tactics will you use to identify job leads?

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What combination of techniques will you use to accomplish your objectives?

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Timetable

Remember that your perception of time will be very different from those inside the company you're trying to find a job with. A couple of weeks might seem like agony to you, but will fly by to them. So, be realistic in giving yourself enough time to find a job.

How much time will it take you to find a job?

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How long will your current financial resources last?

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Realistic Salary Expectation

Everyone would like to make as much money as they can, but not everyone can wait to find the highest paying job.

What are your realistic salary expectations?

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How can you demonstrate to potential employers that you're going to produce a lot more money that you're being paid?

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