

The Proven Method

to Check if Your Tech Skill
Matches the Employer's Expectation

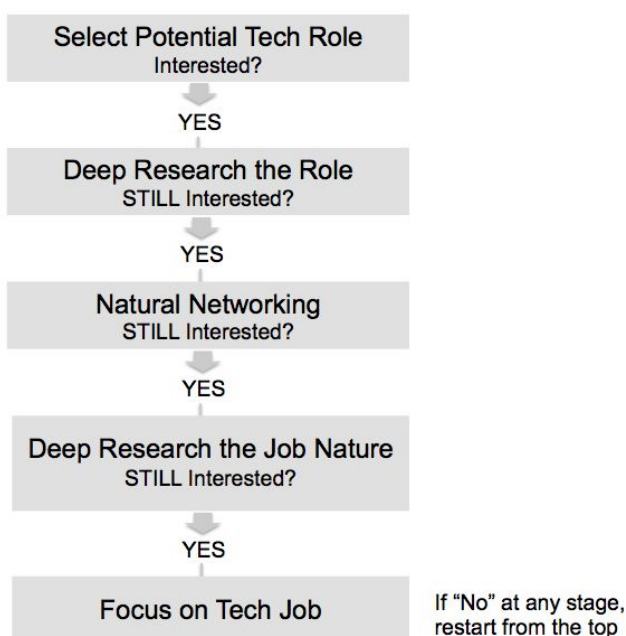


Can I Fit in My Target Companies?

Am I Qualified to Land a Tech Job with Them?

The 3 proven steps to know for sure you're able to make the leap

A little recap: you're walking down the path to the dream job in tech.



You've been spending months to answer two burning questions.

- Do you have the passion to become a techie? Yes, you do.
- Do you have the essential skills to call yourself a techie? Yes, you do.

You're going to focus on the Target Tech Role.

Because... Target Company + Target Tech Role = Dream Job

Step 1 : Research Dream Companies - Part 1 (Solitude Research)

Time Needed : 4 Hours

We're moving on with the Front-end web developer example and - research the target companies.

Armed with [The Proven Method to Choose a Tech Role that Chains to Your Passion](#), you've created a list of 20 techies to test your tech job idea. You'll take a similar approach for natural networking again. This time, however, you will take the number of 10, instead of 20.

10 was an ideal number which was slightly above the comfort zone to avoid "oneitis".

Remarks: According to the definition in Urban Dictionary, oneitis is a phrase that means man is always confused with love. This is the feeling that a particular woman is actually special. This is just an illusion; she is the same as other three or so billion.

Read the full description in [UrbanDictionary](#)

In other words, you need to avoid the illusion - there were only one, two or three target companies.

What are your target companies?

Do you have a clear picture what they are like?

If you do, that's great; if you don't, don't worry, this guide has you covered.

Remember this article - [Why Making a Career Change isn't as Hard as You Think](#) - from the Here's the Inconvertible Truth: Transition Into Tech Is Feasible?

Two of the given tips were:

- Understand what makes you tick at your current job
- Determine your strengths, weaknesses and goals

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I was a writer who wrote blog. I loved reading remarkable content. So I defined my target companies as “online media outlets” in my career change. In other words, they were either a magazine or newspaper or some sorts of new media companies which needed a techie.

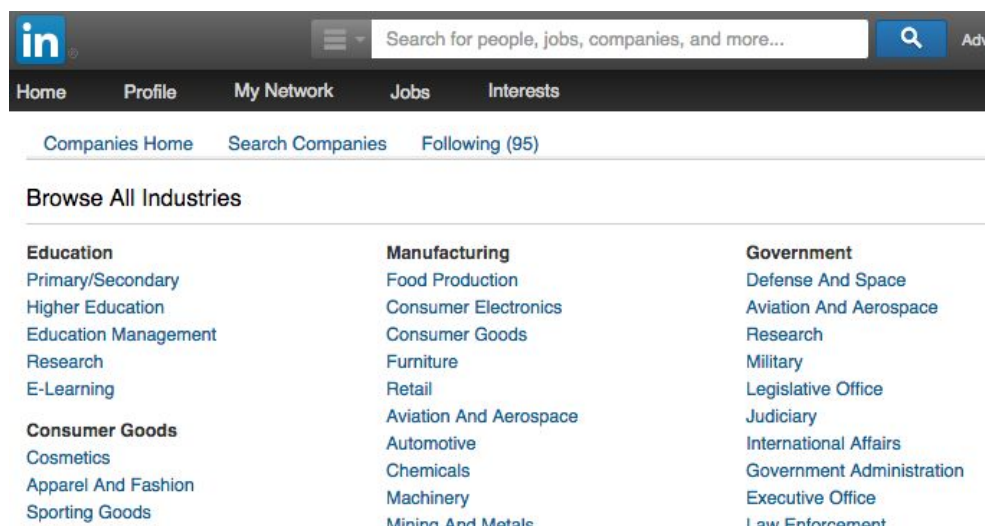
Initially I could only list 7 companies, with my limited knowledge of the job market at the time. I decided to expand my list to 20. I went to the LinkedIn [search-companies-by-industry-page](#).

But I'd like to suggest you to do only 10, this was one of the core reasons why my career change was below average among the techie-babies in the research. According to the collected data points, the transition takes between 3 months and 18 months, but I spent 12.

10 is the optimal number that - is both effective and efficient - for your target companies.



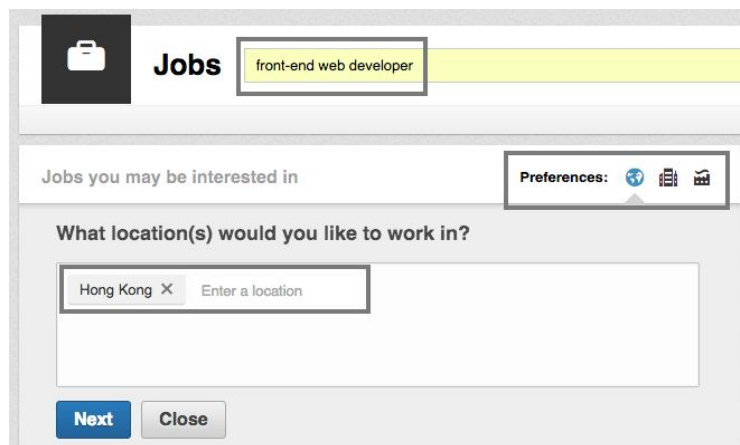
Once you click through the link, you'll see a page has a list of different subcategories with different industries.



This is your sandbox to look for target companies. Or, you can do it the other way.

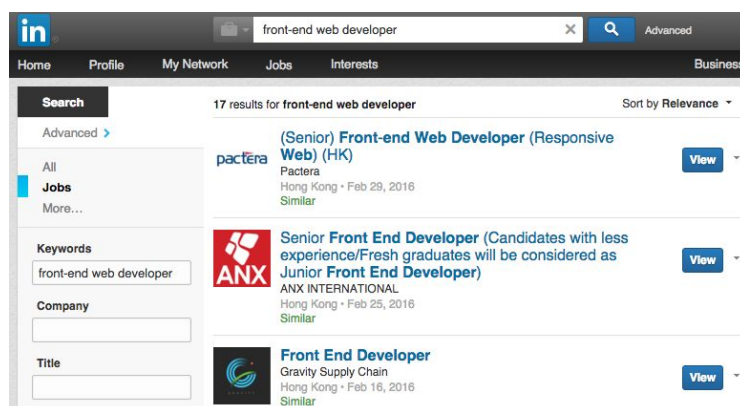
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Search “Front-end web developer” and set your preferences in the company’s location, size and industry.



The screenshot shows the LinkedIn Jobs search interface. At the top, there's a 'Jobs' tab and a search bar containing 'front-end web developer'. Below this, a section titled 'Jobs you may be interested in' is visible. A 'Preferences' dropdown menu is open, showing options for location, company size, and industry. The location section is expanded, asking 'What location(s) would you like to work in?'. A text input field contains 'Hong Kong' with a close button (X) and a placeholder 'Enter a location'. Below the input field are 'Next' and 'Close' buttons.

Press “Enter” in your keyboard and you’ll see a list of YOUR dream jobs!



The screenshot shows the LinkedIn search results page for 'front-end web developer'. The search bar at the top contains 'front-end web developer' and a search icon. The results are sorted by 'Relevance' and show 17 results. The first three results are visible:

- (Senior) Front-end Web Developer (Responsive Web) (HK)** by Pactera, Hong Kong • Feb 29, 2016. A 'View' button is next to it.
- Senior Front End Developer (Candidates with less experience/Fresh graduates will be considered as Junior Front End Developer)** by ANX INTERNATIONAL, Hong Kong • Feb 25, 2016. A 'View' button is next to it.
- Front End Developer** by Gravity Supply Chain, Hong Kong • Feb 16, 2016. A 'View' button is next to it.

Feel good, huh?

The target companies has your dream jobs and they need you... yet they don't know you're the one they should have on their teams.

You need to prove them your value in a DIRECT way.

So, first, you need to study the target company from the OUTSIDE in.

Action item : Prepare a notepad and a pen. Workout the worksheet [Here](#)

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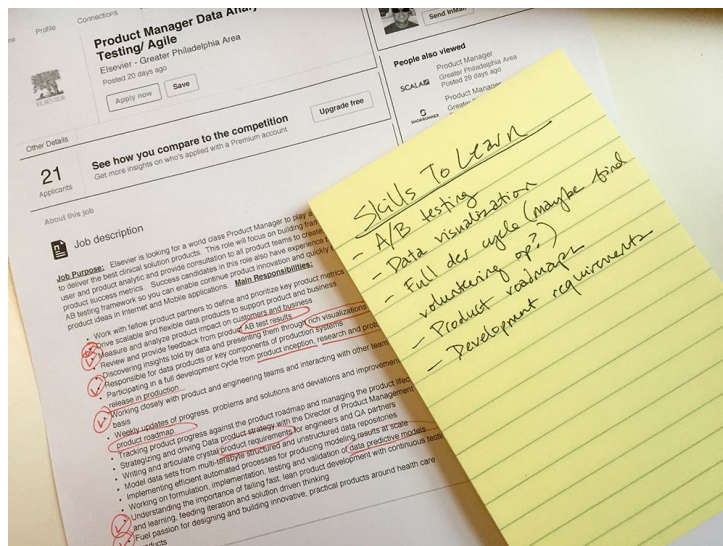
Step 2 : Research dream companies - Part 2 (Dynamic Research)

From this moment forward, the focus totally shift from YOU (the tech job seeker) to THEM (the target companies).

[Joyce Akiko](#), the author of [Freelance Your Way to Freedom](#), had written an article [How to Get a Great Job in Tech without a Background in Tech](#).

In it, to focus on your target companies, she had mentioned a simple method to know the target companies' technical needs from the OUTSIDE in:

- dig up the job descriptions for openings you'd love to fill



- next, ask “great questions” toward your list of target companies

Everyone likes to talk about themselves; so do your target companies. Putting yourself in their shoes. Talking about the solutions to their problems. You - the medium - will have the dream job you want.

How?

ASK again, but it is not asking for a job. You're asking for their problems so that you can then turn yourself into a solution toward their problems later.

Meanwhile, you add something more - humanity - which is the secret sauce of natural networking. You need to not only provide necessary skillset to your target companies but also befriend with them.

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Even though you might not fully have the skillset to tackle their problem yet, you can learn it along the way. Once you have the relationships with them, you can keep them posted your learning progress. The beauty of this is: you have the relationships with them "before" you walk in the interview room.

In contrast, candidates get to the job interview only by a resume, which is filtered by HR department, don't have this kind of power. The decision makers can only judge their qualifications with a piece of paper and then make bets with one to few rounds of interviews.

Furthermore, candidates who play the long run game have one more unfair advantage - they will truly understand their employers' hopes, fears and dreams.

Why do you need to handle the emotional parts for the target companies? Because they are humans - just like you.



"In the new age, there are two traits I want a techie to have. First, burning desire to keep learning new tech skills. Technology changes constantly. You need to adapt yourself relentlessly. Second, I want the techie is not only strong in tech skills but also communication. Many tech persons are effective in their technical skills, but lack the ability to bring their ideas across to others." I felt the pain in his words by looking at his facial expression.

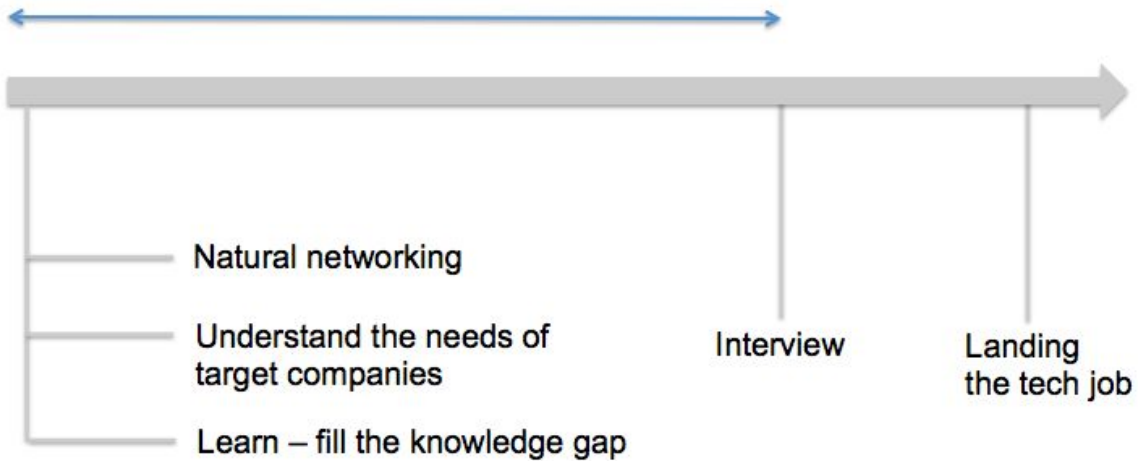
This was one sample feedback I got from natural networking. There is no chance you can get this kind of feedback from a job ad or from an interview.

More importantly, you have the chance to prove to your potential employers "before" the interviews.

Simply put, you need to do 80% of the work upfront.

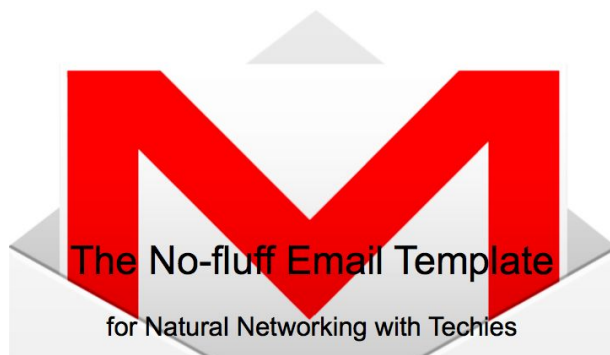
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80% of the work



So, start to learn your dream job from the INSIDE out by:

- Write emails to ask if they were available for a coffee meeting with a fall back option
- Ask quality questions in search of their hopes, fears and dreams in hiring a talent



Click to Download - [Here](#)

The King in The No-fluff Email Template is the ideal person who had the decision making power for your dream job. If you can't find the King at the first step, you should find the most nearest person from him, it could be the Queen or the Jack. They might or might not know each other. But you could ask them for more insider information in the PromiseLand and point you to the King.

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