

DEVELOP A MARKETING PROCESS

Networking is the #1 method job seekers are utilizing to secure jobs. The #2 most successful method is to directly market yourself to prospective employers. Think of your name as your brand. Every step you take in your job search is to build the reputation of your brand. Your marketing process must promote your brand and sell your product which is you.

PRIOR RESEARCH

Prior to directly marketing yourself to job targets, you must be prepared by conducting research more thoroughly than other job seekers.

KNOW YOUR MARKET

Conduct research on your targeted company in advance. Read the Press and Media pages on the company's website. These pages provide current information and insight.

KNOW THE CONTACT

Learn as much as possible about the person you are targeting. Conducting this research in advance will not only help you prepare, but will help you come across more confident.

UNDERSTAND THE PRODUCT YOU'RE SELLING

Your product is the skill, expertise and work ethic you'll bring to a future employer. Know your strengths and what you can realistically achieve at the business.

The description of your product should set you apart. Sell yourself using specific examples. People remember your stories more than general information. When you share an accomplishment, share specific examples and show the impact your accomplishments had on past employers.

STEPS TO APPROACH YOUR TARGET

Now that you now know who to contact, the next challenge is how do you make your contact memorable? Your initial contact is your Resume or CV sent by mail. You hand address the envelope and write the words "Personal and Confidential" in the lower left hand corner. This will guarantee that a secretary or administrative assistant does not open your envelope and forward your letter and Resume or CV to the Human Resource Department. Correspondence that is marked "Personal and Confidential" is often the only mail that is not opened by someone else. You have now guaranteed that the person you targeted will open and review what you have sent.

COVER LETTER

Your cover letter should be three short paragraphs.

Paragraph One:

Explain the purpose of your correspondence (to introduce yourself to them because you feel you could become an asset to them and their company). Also add a sentence explaining why you targeted their particular company.

Paragraph Two:

Share information that is going to make this person want to talk to you. Differentiate yourself from others in your profession or industry. List one or two key accomplishments and the impact they had on your past employers.

Paragraph Three:

Set up your follow up telephone call with a timeframe and thank them in advance for their time.

YOUR RESUME OR CV

Attach your Resume or CV and make sure you have a Career Summary and Core Competencies listed vs. a Job Objective. Most hiring authorities will focus on the top one-third of your Resume or CV.

If you want your resume reviewed by experts, click on the **Resources Tab** while logged into your Career Portal.

SCHEDULE A CONVERSATION OR MEETING

When you call to set up the contact, tell the person who answers the telephone that you had sent information and (the person's name) is expecting your call.

When you reach the appropriate person by the telephone:

- Sound informed about them and their company
- Ask when it would be convenient to meet
- If you are given an negative response:
 - Ask if they would be willing to give you a few minutes now
 - Ask if you have the skill sets they normally hire
 - Inquire if other individuals in their company might be interested in your background
 - Set up a follow up contact
- If you are given a positive response:
 - Set up a specific date and time to meet (30 minutes)
 - Do more research on the company and individual
 - Read all public relations and press written about the company
 - Ask questions that allow your target to talk about themselves
 - Show a high energy level and enthusiasm
 - Identify which skills are most desirable
 - Identify which skills are missing in their department
 - Identify the greatest challenges they face in the coming year
 - Position yourself as a possible solution
 - Set up a follow up contact

WHY THIS METHOD IS SO EFFECTIVE TO SCHEDULE INTERVIEWS

You need to get your Resume or CV in the hands of people who normally do not receive them. So often an executive, manager or department head has someone on their team they would like to replace, but don't want to go through the hassle of interviewing.

The Human Resource Department is not aware of this weak link. If your Resume or CV landed on the desk of one of these decision makers, do you think they would read it and possibly schedule an interview with you? The answer is yes.

If you sent your Resume or CV to the Human Resource Department, they may inform you that they do not have any current positions available.

Follow this advice and you will begin to enjoy the results of directly marketing yourself to prospective targets. Directly marketing yourself must become a part of your job search process.