**Build Your Visibility Plan**

Now that you’re clear on what you want in a job, it’s time to start building your visibility. Being Employer Competitive means that you know the market landscape, and that you are actively making yourself visible and networking with connected individuals. Eventually, we’ll ask you to attend regular meetups, hold informational interviews, and apply to at least 10 jobs per week. To prepare for this work, start building your online and in-person visibility by planning out the tasks listed below and keeping this up to date throughout the program.

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| **Build your Visibility** | **Action** | **Notes** |
| **Social Media**: | * Make sure your profiles are looking fantastic, on platforms like LinkedIn, Angel.co and any others. Examples of excellent Web Development profiles are given below:   + <https://www.linkedin.com/in/aaronkwalker1/>   + <https://www.linkedin.com/in/abishr12/>   + <https://www.linkedin.com/in/akiyomarukawa/> * Follow company pages on LinkedIn, Facebook and other platforms in a range of sizes (0-50, 51-200, 200-501 and 500-1000, 1000+, 5000+, 10000+) and industries (technology, banking, healthcare, education). Learn how to do this here: <http://bit.ly/2EeiPbs> * Follow thought leaders and senior professionals in the industry. Learn how to do this here: <http://bit.ly/2Ec5ikA> * Engage with these companies and individuals through likes and comments on their posts. * Look for alumni groups of organizations you have been a part of in the past (university, technical programs). BootCamp will have alumni groups as well (e.g. on Facebook, Slack Alumni, Meet Up). |  |
| **Online Networking:**   * Informational Interviews * Seeking Mentors * Establishing Warm Connections * Conversations with current and potential Hiring Managers | * Add at least 10 CTOs, senior software development engineers on LinkedIn, in company sizes 0-50, 51-200, 200-501 and 500-1000. * Customize your connect request. * Once they accept your request:   + Use hunter.io to figure out their email address and send a cold email OR   + Send a cold LinkedIn message * Use the templates below for the connect request customization and cold email or message:   + <http://bit.ly/2BKL0kV> |  |
| **In Person Networking:**   * Informational Interviews * Seeking Mentors | * Who in your current network is aware that you’re in the Boot Camp program? Do they work in tech/would they be willing to give you a referral once you are ready to job search? Make a list of potential contacts in your existing network! * Reach out to them, have coffee and start to build or rebuild a relationship. * Expand your network - ask your existing contacts for warm introductions to others in their network, conduct informational interviews or build mentoring relationships with those new contacts. |  |
| **Events Networking:**   * Establishing Warm Connections * Conversations with current and potential Hiring Managers | * In the next month, 3 months, and 6 months, what networking events are you attending? * Eventbrite and Meetup.com are the best places to source for events on a bimonthly basis. Use the screencast below to learn which events are worth attending, and the difference between a learning meetup and a networking event.   + <https://goo.gl/8jhkH5> |  |