

Marketing Yourself

There are two basic ways that people look for work:

I) Traditional Job Search Methods:

- Which Includes:

- Reading the help wanted ads in the newspaper
- Going to personnel offices
- Going to local employment service offices
- Using a private employment agency

II) Active Job Search Methods:

-Which Includes:

- **Networking Using:**
 - a) **warm contacts** (people you know)
 - b) **cold contacts** (people you don't know)
- **Marketing Yourself**
- **Making Telephone Contacts**
- **Actively Locating Sources of Jobs**
- **Actively Finding Jobs/Internships**

The Traditional Job Search Methods is where you will encounter the most competition for jobs, because these are all jobs that have been advertised and are open to the general public. **Only 25 percent of all jobs are actually advertised.** Therefore, it is better to use Active Job Search Methods because you will tap into the **Hidden Job Market. Seventy five percent of all jobs are found in the Hidden Job Market.**

This section provides information on developing active job seeking methods.

A. Networking

A large component of an active job search is networking. Networking skills will also help you throughout your career to identify new opportunities and to expand in your field. Networking involves meeting people and talking to them about your field or industry in an attempt to get information, such as locating possible job vacancies.

To be successful at networking you must make good use of both warm and cold contacts. **Warm contacts** are people you already have a relationship with, while **cold contacts** are people you don't know, but can help you.

Warm Contacts

These are people you know who can help you with your job search. You talk to one person you know as a source of information, and to introduce you to one or two people you don't know. These people typically include:

- | | |
|--|---|
| - Friends | - Relatives |
| - Former employers | - Former co-workers |
| - Classmates from school | - Members of my political party |
| - Members of my church | - Members of my social club(s) |
| - Present or former teachers | - Neighbors |
| - People in my athletic club | - People I play sports with |
| - Members of a professional | - People who sell me things (at the store, insurance, etc.) |
| - Organization I belong to (or could join) | - Fraternity/sorority members |
| - Teachers/advisors | |

Use all of your contacts--let them know you are actively searching for a job. Tell them what you are looking for, and that you would like them to keep you in mind if they hear of anything. Make sure that your important contacts know how to get in touch with you, and give them a copy of your resume if possible.

Six Rules of Successful Networking

Step 1: Get Started. Call the person and tell them you are looking for a job, and ask for their help. Ask them to keep their eyes open for possibilities that you might be interested in.

Step 2: Present Yourself Well. Be friendly, well organized, polite and act interested in what they have to say.

Step 3: Learn Something. Be open to learn something from your contact, even if they know very little about the field you are interested in.

Step 4: Get two referrals. Get the names of two other people you don't know who might be able to help you find a job in your field of interest.

Step 5: Follow up on referrals. Call the people and say something like this: "Hello, my name is _____, a friend/associate of _____. He/she suggested I call and ask you for information. I am looking for a position as a _____ and he/she thought you might be able to see me and give me a few ideas..." (See "Sample Questions for Information Interviews")

Step 6: Write a thank-you note. This will help the person you interviewed remember you. They will be more likely to consider you as "thoughtful," "well organized," or in other positive terms, which will work in your favor if they learn of a job opening for which you might be qualified. (See sample Thank You note)

Cold Contacts

These are job leads from directly contacting people you don't know, especially employers. There are two basic methods for making cold contacts. The first is using the phone to set up interviews with people who work in companies that need a person with your skills. The second involves going to a company and asking for an interview.

Using the telephone book as a resource to find the names of companies you might be qualified to work for is an excellent idea. The phone book lists virtually every business, both public and private, and it is a free resource guide.

Taken from Farr, J.M. (1991). *The very Quick job search: Get a good job in less time*. JIST Works, Inc.

Possible Resources for Locating Job Openings

1. Go directly to the company you are interested in working for: call the personnel office and ask how they list their job openings, do they have a job board? Do they have a job hot-line?, Or do they advertise in the newspapers?
2. Job listings at college placement centers
3. State employment agencies
4. Private Employment agencies (be aware some may charge a fee)
5. Temporary agencies. This a good method to get in the company and network with employees to learn about possible job opportunities.
6. Professional and business associates
7. Trade publications and associations
8. The classified ads of the newspaper
9. The phone book
10. Prior employers/contacts
11. Public library
12. Through word of mouth from networking contacts
13. Teachers and religious advisors

14. Industrial and craft unions
15. Business directories
16. Leads from television, newspaper or magazine articles
17. Companies that are associated with your field (manufacturers/suppliers)
18. Community agencies and groups which provide information or assistance in finding people jobs
19. Civil Service examination announcements, federal, state, county, and city openings
20. Leads from employers who have no openings themselves
21. Jobs Online: Via electronic bulletin board services or BBS, Internet, and commercial online services such as Compu Serve and America Online.

B. Telephone Contacts

In this example, the ultimate goal of making the phone calls is to obtain a job interview. If asking for a job interview sounds too intimidating, then make the goal attempting to arrange an informational interview.

1. Research the companies where you would be interested in working.
2. Keep a list of the companies that you are interested in, and call at least two a day.
3. It is a good idea to write down what you are going to say before you make the actual phone call. Be prepared to speak with a secretary who will try to screen out your call if they have no job openings or if she does not want to give out that information. Practice out loud before hand so it sounds natural.

For example:

"Hello. My name is _____. I am interested in a _____ position with your company. I have experience in _____. May I please speak to the person who does the hiring for that department? And may I please have that person's name?"**

***For future reference make sure that you write that person's name (get the correct spelling) as well as their job title*

4. Anticipate that the secretary may say that the person you wish to speak with may not be available.

For example:

"That would be _____. He/she is not available at the moment. May I ask what this is regarding?"

5. The biggest obstacle that you will face is getting past the secretary. You should ask when would be a convenient time for you to call back. Or you can call back at a time when you think the secretary may not be at her desk, for instance, during lunch time or after hours, when the person you wish to speak with may pick up the phone directly.

C. Marketing Yourself

Marketing yourself is the same as advertising and 'selling' yourself to an employer... Much like any other product.

For example, imagine that you are selling laundry soap. There are many types of soap available at the store, right? So how are you going to make your product stand out among the competition?

The first step is to determine your audience, that is, who do you want to buy the product? You research the area where you want to sell your product, and determine who buys the most laundry soap. You will probably find that women, especially those with children, buy the most soap.

The next thing to do is to determine what are the needs of these women? Maybe your research shows that many are working mothers within a particular income level, and therefore saving time and money is important.

After doing an analysis of your product and the benefits if using it, you develop an advertising campaign that targets how your product meets the needs of your audience. It is important that you make sure how you package your soap is attractive to your audience.

Once your product hits the stores, you must be constantly evaluating your marketing approach. Be prepared to make changes if you find that you are not hitting your target audience, or if the target group changes in your area.

So, now let's apply these same principles to marketing yourself as the product in your job search. The steps are exactly the same.

1. **Who is your audience?** Research your field in the physical area where you want to work. Who are the companies that want to hire people who do what you do?
2. **What are the current needs or trends with these companies?** Is the company expanding? Downsizing? Introducing new products or services? What regional or national issues affect this company? For example, the economy, new laws/regulations, etc.
3. **What benefits do you have to offer an employer?** What do you have to offer the employer that will help them along in their business? Think in general terms (i.e. prompt, good people skills, good organization) and specific terms (i.e. proficient using IBM computers).
4. **Develop an advertising campaign that targets the needs of your audience.** This means your 'total package,' including your general appearance and attitude that matches your audience (see *Dressing Professionally*), resume, cover letter, and application. These are the tools you use to advertise your product< YOU.
5. **Constantly re-evaluate your approach, and be prepared to make changes.** Are you getting invited in for interviews? Are you getting job offers? You should ask people you know in the field (professors, networking contacts, career counselors, etc.) for feedback on your package and approach.

If possible, contact people you interviewed with who did not hire you and ask them for feedback as to how you can improve your 'package.'

D. Locating Jobs

Studies show that 75% of all job seekers look for vacancies through the newspapers, yet employers fill only 25% of their vacancies using this method. This means that most people looking for work are actually looking at the least amount of vacancies - Making the competition high for each position.

How we look for work:

Newspapers, Human Resources Offices, Placement Agencies (including College Placement Centers) add up to 75%.

Friends, family, co-workers and business associates add up to 25%.

How Employers Fill Vacancies:

Human Resources, Placement Agencies and Newspapers add up to 25%.

Other Supervisors and co-workers add up to 75%.

The Hidden Job Market

What is called the "Hidden Job Market" is accessing job vacancies by going directly to the source, and learning about openings BEFORE they hit the newspapers or placement agencies. In other words, networking with supervisors and others who work in your field to find out about current or future openings.

J. Michael Farr (1991) had divided a job opening into four stages. In the first stage, *there is no job open now*. In the second stage, *there are no formal openings, but insiders know of the possibility that an opening exists*. In the third stage, *a formal opening now exists, but it has not been advertised*. In the fourth stage, *the job opening is advertised*.

With this in mind, it is important that even if there are no job openings advertised, schedule an informational interview with the employer. This is the perfect opportunity to learn more about the company, make yourself known and also to express an interest in any future job openings. See "Sample Questions for Information Interviews".

When calling about possible openings, NEVER settle for a simple "No, we don't have any vacancies at this time..." Always ask follow up questions such as:

"Are you anticipating any vacancies in the near future?"

"If so, when should I call back?"

"Can you recommend other companies I can contact regarding possible vacancies?"

"Who should I talk to at this other company?" and

"May I use your name when calling?"

Employers don't like to hire or interview strangers. They prefer to hire someone who comes highly recommended or someone who's work and qualifications they are already familiar with.

It's been found that 75 percent of all jobs get filled during the first three stages listed above. That means that only 25 percent of all jobs actually get advertised to the general public.

Therefore, it's important to use a **proactive job search!**

J. Michael Farr (1991). *The very quick job search: Get a good job in less time*. JIST Works Inc.

E. Keeping Going

Finding the right position takes time! Understand that fact and prepare yourself to hear some "thanks -but-no-thanks"... and also an occasional flat out "No". Not taking things too personally, yet being prepared to make improvements in your approach is crucial.

On occasion, keeping yourself going on your job or internship search may become difficult.

Self esteem is defined by the American Heritage dictionary as "pride in one self and self respect." Successful people believe in their own abilities. If you do not think you have any abilities think again.

Take a quick glance at what you have listed in the Tasks Composite as well as major and minor accomplishments you have made over the years.

One way to develop positive self esteem is through a thought process called "positive reframing." Positive reframing is when you change your irrational, or negative beliefs to rational, or more realistic and positive beliefs. It is moving away from the negative beliefs and moving towards positive beliefs. Reframing your beliefs can empower yourself which helps to give you self confidence.

Following are tips to help keep your spirit and self esteem alive when the tough gets going:

- Form a buddy job search team. Some school and organizations have 'job clubs' where you can find additional support.
- Think of rejections simply meaning you haven't found a job match yet. At least 95 percent of job search rejections are impersonal, so don't take them personally.
- Maintain your health and energy level by taking care of your body. By eating the right kinds of food and getting enough sleep.
- Get up every morning and dress for work; you are working whether or not you have appointments that day.
- Get much as support from family and friends as you can. Hang out with upbeat people.

Listed below are some suggestions to help you take an active approach to your job or internship search. Keep in mind that these are only suggestions, and you may have a different idea for taking an active approach.

Active Job Search Methods Include:

11. Devote more time daily to searching for jobs and internships.
12. Use multiple methods of finding job and internship leads
13. Visit at least two of these sources each day.
14. Think of finding a job or internship as a full time job.
15. "The early bird gets the worm." So no sleeping in or goofing off.
16. Be assertive and willing to take risks.
17. No matter what happens keep on trying.