

STEPS IN AN EFFECTIVE JOB SEARCH

Only 15% of all jobs are ever listed in the paper, on-line or with recruiters. Below is a description of how you find the other 85% of available jobs.

DEFINE YOUR TARGET

A clear target is the first and most important step in any job search. What type of position, what type of organization, what level, where? ‘I’m exploring senior financial controller positions with medium-sized biotechnology firms in the D.C. area.’”

Resources: *Targeting the Job You Want* – Kate Wendleton; *What Color is Your Parachute* – Richard Nelson Bowles; *I Could Do Anything if Only I Knew What it Was* – Barbara Sher; *Rites of Passage Above \$100,000+*– John Lucht.

CREATE A FORWARD-LOOKING RESUME

An interviewer spends 5-10 seconds scanning a resume. Use the summary section to highlight all experience that is relevant to the **job you seek**. Tailor the summary for each position applied for—do not rely on a generic resume. Keep the resume focused on accomplishments—what did you achieve?

The basics: 12 point font, no smaller, it won’t fax or copy well. Clean fonts—not Arial, try san Serif fonts like Calibri or Helvetica. One inch margins all around. Excellent quality paper if you are printing the resume. Name and page number on second page. No personal info unless you have a good, career-related reason. Years of employment only, not months. Dates on right margin. 2 pages ok, 3 pages only if senior and stellar or a varied career. Use attention-grabbers (bold, all caps, italics) on your info, not on the guiders (summary, professional experience).

Resources: *Building a Great Resume* – Kate Wendleton.

WRITE A STRONG COVER LETTER

Four paragraphs. Para 1 states why you are writing—at someone’s suggestion, in response to an ad. Para 2 highlights your qualifications for the job. Para 3 puts your qualifications and interest into context—why this company, this job. Para 4 outlines next steps.

PREPARE A PERSONAL COMMERCIAL

Prepare a 90-120 second summary of your qualifications. Rehearse until it is comfortable and you can tailor as you speak, but don't memorize. Cover: profession or area of expertise (CPA, international development); years of experience; key accomplishments; personality traits (organized, decisive, creative); companies or fields you have worked in. Use this to respond to "tell me about yourself questions" from interviewers and networking contacts, to introduce yourself at events, and to include in emails or cover letters.

DEVELOP A MARKETING PLAN

You are the product. What's your message? What potential liabilities do you have (no degree, wrong degree, got fired, four years out of the workforce), and how will you address them? What is your market? Define industry/area (chemicals, trade), geographic location, company size. Compile a target list of **50-100 companies/organizations** that fit your criteria. Compile a dossier on every company on your list—web home page, bios of executives, organizational charts, recent articles, list of contacts in the company.

NETWORK INTELLIGENTLY

Never ask anyone for a job. Ask for guidance, information, or advice. Make a chart with your target list down the side, and five columns across the top labeled research, contact, below-level, peer-level, hiring manager. Work each day to add checks to your columns: I have researched the company, I have a contact in the company, I have a below-level or peer-level contact in my area of expertise, I have spoken with a hiring manager. Even if there is no current opening, get to the hiring manager. You are searching effectively when the number of boxes checked is increasing steadily. ALWAYS send a thank-you note or email.

PREPARE FOR THE INTERVIEW

Prepare. Know the company, the person you are interviewing with and the basics of the job. Prepare your message—what points do you need to make? Prepare questions. Close strong "Is there anything you have heard today that would keep me from being your top candidate?" Find out what happens next. Send a thank-you note to EACH person you saw.

NEGOTIATE YOUR SALARY

Don't talk salary until they make an offer. If raised, say "It's too early to talk salary" or "I don't think salary will be an issue, based on my research." Immediately ask a question to move off the topic. If pressed, give a wide range for total compensation "In recent years, my compensation has ranged from \$45,000 to \$85, 000." Always negotiate the offer.

KNOW THE NUMBERS GAME

Job searching is a numbers game, and these are the numbers: Plan on a 3-6 month search, longer if your target market is limited or you are more senior. Spend 25-35 hours per week job searching if unemployed, 5-10 if employed. Make twenty NEW contacts each week. Know that, on average, it takes meetings with 35 different hiring managers before you'll find a job.