



10 STEPS TO A SUCCESSFUL JOB SEARCH

Step 1

Develop a Job Search Strategy & Plan

Job Search is Marketing & You Are the Product

You need to market yourself using proven product marketing strategies. You need to develop your go-to-market strategy, create a plan taking into consideration your resources and set up a system for executing and managing your search.

It's critical to run a proactive campaign and avoid these three critical mistakes:

Critical Mistake #1 – A passive approach:

- Submitting your resume to job board postings and *waiting* for a response
- Executing a recruiter mailing campaign and *waiting* for a response
- Contacting your network and *waiting* for them to send you leads

Critical Mistake #2 – The trial-and-error approach:

- Beginning with one job search method, such as submitting your resume to posted positions ... and then when that doesn't work, switching to another method ... and when that doesn't work, trying yet another method.

Critical Mistake #3 – Putting all your eggs in one basket:

- Focusing on only one, two or three potential opportunities because you've been told by the recruiter that you're on the short list and you agree that you are a perfect fit. Beware – each one of these opportunities may evaporate! While it is important to perform due diligence on each opportunity, stopping your other job search strategies is a huge mistake.

These three approaches (mistakes) make for a very long and drawn-out job search. They lead to a lot of frustration and disappointment and drain your nest egg.

Proactive job seekers target specific unadvertised opportunities and pursue them relentlessly. In today's economy, you need to blend a targeted search with the traditional job search methods and

the contemporary methods (Web 2.0 channels continually emerging) and use multiple marketing channels and techniques concurrently.

You need to create a multi-channel, multi-media strategy that will leverage your time and shorten your time to landing.

Step 2

Identify Target Companies/Organizations

A targeted search is the most effective method for landing your next position. Creating a target list is a critical step to a strategic, proactive approach that accelerates and optimizes your transition.

Start by defining your criteria for a target company. What type of company interests you? Define what's important for you. Here are some ideas for starters:

- Industry
- Size (small, mid-cap, large-cap)
- Type (public, private, not-for-profit)
- Vision / Mission
- Corporate culture
- Workplace environment
- Type (business-to-business, business-to-consumer, business-to-government)
- Market concentration (local, national, global)
- Growth stage (start-up, seed, expansion, hypergrowth, mature)
- Growth style (organic, acquisition, partnership)
- Capitalization / Funding (VC, PE, private bank loans, crowd funding)
- Stance (industry leader, emerging, pioneering, traditional)
- Corporate citizenship stance (green company, socially conscious)
- Compensation and benefits

Step 3

Research Your Target Companies

Begin building a target list of companies where you would like to work regardless of whether or not they have an advertised job opening.

Check out “Best Of” lists. Review companies that appear on the various “Best Of” lists produced by business publications, such as Fortune, Forbes, Inc. magazine and others. This will provide you with the top employers in various categories.

Wikipedia also has a “List of companies of the United States” and a “List of business entities” worldwide.

Conduct your due diligence by researching the companies thoroughly to understand:

- What challenges they are facing
- What trends are emerging in the industry and causing a shift in the way they do business
- What regulations or compliance issues are causing changes
- What issue has caused the company to become more transparent or environmentally conscious
- What problems you can solve for them

This knowledge empowers you to present yourself as a solution to a problem they are having.

Research the companies thoroughly to see if they fit your criteria by:

- Checking the company’s website for investor relations information, quarterly earnings call recordings, senior leadership bios, press releases, product/service offerings, community relations, blogs
- Checking Google Finance for company information
- Contacting the people who work in the company
- Contacting the company’s customers, vendors, suppliers
- Building relationships with several people in the company

Many companies have a LinkedIn company page which will show you which members work for the company. When you click on the member profile you are then shown your relationship to that member. If you are not connected, you may be able to request an introduction from someone in your network or send the member an InMail.

Step 4

Define Your Value Proposition

Your value proposition is your unique promise of value. It is a statement of the tangible results a company expects to gain by hiring you. Define your ROI based on your target company research. How will you define your value and, most importantly, how will you demonstrate your value to the company?

When creating your value proposition, ask yourself these questions:

- What do I bring to the table?
- What specific problems do I solve?
- What’s unique about me? How am I different from others?
- What am I renowned for?
- How consistently successful have I been in:

- ✓ Impacting the top line
- ✓ Impacting the bottom line
- ✓ Increasing market share
- ✓ Increasing shareholder value

Your value proposition must be clear, concise and compelling.

Step 5

Create Your Job Search Portfolio

Today's job search requires more than a resume and cover letter. A critical piece to your portfolio is a LinkedIn profile. Often times your profile will be your first point of visibility by professionals, recruiters and headhunters. While the content of your profile should not be a mirror image of your resume, it should be congruent with the career story presented in your resume.

Another important component of your job search portfolio is a one-sheet. Many recruiters request a one-sheet or bio before requesting your resume. They want a high-level overview of your career and value proposition before considering you for a client's position.

Other marketing documents that can be the clincher to winning an opportunity might include documents showcasing your leadership style, international experience, multicultural background and language proficiencies, project histories, extensive professional development, list of publications you have authored, patents and other focused documents.

Your portfolio should also include letters of recommendation, awards, honors or other recognition documents. Other items might include video or slideshow presentations.

While these documents may not be requested, these documents can be provided during the interview process or used as a leave-behind marketing piece following the interview to further solidify your candidacy.

Prepare your introductory speech/elevator speech

Studies report that people make a decision about you within the first three seconds of meeting you. Whether you are networking or interviewing, be prepared to tell people who you are and what you do in words they can understand. Try not to use acronyms that others may not be familiar with. If in doubt, spell it out. The last thing you want to do is intimidate your audience by talking over their head.

An effective business introduction tells people specifically what kinds of problems you solve, for what types of companies in easy to understand language.

Step 6

Optimize Your LinkedIn Profile

LinkedIn is a highly effective social media tool in your job search. Following are several ways you can maximize your profile:

- Include a photo. Numerous sources have reported that your profile is more likely to be viewed if there is a photo. Your photo adds credibility and demonstrates professionalism. LinkedIn is a social media platform and networking site and people like to associate a face with a name.
- Create a hard-hitting 120-character headline versus LinkedIn's default (your title and company name).
- Write a branded summary section that includes how someone can reach out to you if they are not in your network (such as a recruiter).
- Create content that includes keywords associated with the type of position you are pursuing.
- Include accomplishments in your experience section. If you are currently employed, you may need to be conservative about the information you share; however, you can include publicly known facts.
- Maximize LinkedIn's most effective features (optional profile sections, group memberships, activities, SlideShare and video presentations).
- Review your settings to ensure your profile can be viewed by the public.
- Request recommendations.

Step 7

Use LinkedIn for Job Search & Research

LinkedIn has become an indispensable job search tool. Following are a few ways you can use LinkedIn's features:

- **Enable LinkedIn's "Open Candidates" feature.** With this tool, you can privately signal to recruiters that you are open to a new job opportunity. You can specify the types of companies and roles you are most interested in and be easily spotted by the hundreds of thousands of recruiters who use LinkedIn to find professional talent. "Open Candidates" is accessible from the "Preferences" tab on LinkedIn's "Jobs" home page. LinkedIn will hide the "Open Candidates" signal from recruiters at your company or affiliated company recruiters.
- **Utilize the "Jobs" function.** Once you fill in your career interests, LinkedIn will recommend positions that may be a good fit and present you with other relevant information. There is also a job alert function you can activate.

- **Research companies and connect with decision makers.** Many companies have a “Company” page on LinkedIn. If you have a Premium account, LinkedIn provides you with the number of employees and other company data on the “Company” page. It allows you to see a list of all the employees on LinkedIn with an option to “Connect” with 1st and 2nd tier contacts and send an “InMail” to others.
- **Research the current employees of hiring companies by using “Meet the Team.”** This is a feature that shows you employees with similar roles at the company to give you a sense of the team’s background and expertise.

Step 8

Network

Executives who achieve the most success in networking are strategic and proactive. They make networking part of their professional protocol and invest in timely follow-up.

Your network is your circle of influence and your greatest resource. It is vital to build relationships before you need them.

It is important to reach out to your network on a regular basis and keep them abreast of your career status. When in transition, be specific when asking for information or contacts you need. The more specific you are about what you need, the more likely you are to get a constructive response. Make it easy for them – ask for exactly what you need.

To increase your network, consider expanding it to include:

- Professional association members
- Volunteer association members
- Ethnic and diversity group members
- College alumni
- Participants in professional development programs you have attended
- Industry writers
- Thought leaders
- Community leaders, elected officials, economic development leaders
- Bankers, accountants, attorneys, real estate brokers, advertising agencies
- Sports/athletic buddies, church members, neighbors

When targeting a specific company or industry, you might want to add the company’s:

- Advisors, consultants
- Customers
- Competitors
- Company vendors/suppliers, distributors

There are hundreds of organizations and groups dedicated to building and nurturing a network. Seek out one or two quality groups and expand your network.

Step 9

Create Relationships With Recruiters

There are many types of recruiters. Some work in the Human Resources department within a company and some work within recruiting firms such as Korn Ferry, Spencer Stuart, Russell Reynolds, Heidrick & Struggles or Egon Zehnder, and some work independently similar to an independent business consultant. There are basically two types of external recruiters – contingency and retained. Retained recruiters are often referred to as Executive Search Consultants.

Recruiters generally focus on one or two specific industries and a specific range of functional roles, such as senior-level management, middle-level management, engineers, programmers, marketing, sales, accountants, etc. Start by researching the internet to find recruiters who specialize in your industry and function. Search for them on LinkedIn and if they have a profile read through it thoroughly. You may be able to request a connection (depending on their settings) that includes a brief customized note.

Once connected (if they accept), let them know you are transitioning and explain your areas of expertise. If the search consultant does not have any opportunities for you at the moment, nurture the relationship by offering to help with any information or insights that can help them fill their open positions.

To connect with recruiters, you can also join LinkedIn groups specializing in your industry and function. Often times you will find recruiters within those groups. This being a slightly more private forum, you may be able to communicate with the recruiter through the group to start and nurture a relationship.

Face-to-face connections are the most valuable and you may be able to meet a recruiter at an industry conference, trade show, expo or seminar. Some recruiters speak at job clubs, executive networking groups, industry meetings and business networking events, so check out events in your area.

Step 10

Preparing For Interviews

Preparing for a job interview is vital for success. While this may not be the first time you have interviewed for a position, every job search is different and each time you are in job search mode you will encounter new processes, new questions and new technologies. The hiring process is continuously evolving and changing.

Work with a mentor or coach to make sure that you will interview well and that you are up to date on current interviewing styles, venues, questions and technologies. You will want to be prepared for real-time video and webcam interviews. According to a study by Futurestep, a Korn Ferry company, 71 percent of companies use real-time video interviewing.

Test the equipment and connections you will be using. You need to ensure your technology will perform when it's time for the interview. Check your camera position, audio level, lighting, background and visible surroundings. Practice your delivery. Be sure to make eye contact with the camera so the recruiter feels that you are speaking directly with him or her.

Prepare by researching the company and customizing your value proposition and accomplishment stories to address the needs of that particular position and company. Many interviewers ask, "What do you know about our company?" or "Why do you want to work here?" If you are not prepared for either of these questions, it could eliminate you from the running.

Prepare responses for the question(s) you hope the recruiter will not ask. If you have some negative matters in your background, work with a mentor or coach to help you develop responses that show you have overcome those negative issues. Recruiters will sense negative emotions and will eliminate you from their list of candidates.

Check your Emotional Quotient. Make sure you can address failures and negative, probing questions with ease. Be prepared for situational, decision making, personality and brainteaser questions.

Salary Negotiation Preparation

Make sure you know what you are worth, what your current or most recent compensation package encompassed and the total dollar value. Make a list of all forms of compensation, health insurance, paid time off, retirement and other benefits, executive perks, termination provisions and their dollar value.

Research a fair salary with tools like Salary.com, PayScale.com, Glassdoor.com and LinkedIn's "Salary" (found under LinkedIn's "Jobs" tab).

LinkedIn's "Salary" tool includes salary, bonus and equity data for specific job titles, and the different factors that impact pay such as years of experience, industry, company size, location and education level – all of which becomes critical knowledge as you navigate your career. In a LinkedIn article, they write: "Also, rest assured that when you enter your salary, it's immediately encrypted and remains private."

Salarynegotiations.com is a great website by Jack Chapman, author of *Negotiating Your Salary: How to Make \$1000 a Minute*.

Your level of preparation will boost your self-confidence and you will interview better.

HarveyCareers offers resume writing and job search packages as well as custom packages designed specifically for you.

■ PACKAGES ■

Gold Package

- Strategy Session
- Career Assessment
- Resume Writing
- Cover Letter Writing
- Leadership Brief Writing
- Focused One-sheet Writing
- LinkedIn Profile Writing
- Bio Writing
- Recruiter Mailing Campaign
- Private Equity & Venture Capital Mailing Campaign
- LinkedIn Coaching – 2 hours
- Interview Coaching – 3 hours
- Job Search Coaching – 6 hours

Silver Package

- Strategy Session
- Resume Writing
- Cover Letter Writing
- Leadership Brief Writing
- LinkedIn Profile Writing
- Job Search Coaching – 3 hours

Essential Package

- Resume Writing
- Cover Letter Writing
- LinkedIn Profile Writing

■ CUSTOM PACKAGES ■

Custom packages and a la carte services are available.

Schedule a time for a complimentary consultation to discuss the package that is right for you
www.harveycareers.com/schedule

ABOUT BEVERLY HARVEY



Beverly Harvey, an executive career coach for more than 20 years is a pioneer in career marketing, personal branding, career transitions and career management. She holds numerous certifications in personal branding, resume writing, career transition, job search and coaching.

Beverly is the author of *Landing an Executive Position: Proven Job Search Strategies That Win Offers*. She has contributed to 23 best-selling career books and been published on several online sites.

Beverly is one of only 50 Master Resume Writers (MRW) globally and is an eight-time award winning resume writer. She was recruited

by the founder of The Academies to lead the Certified Job Search Strategist program educating fellow career coaches in successful job search coaching strategies and programs for their clients. She led the program for more than five years.

Beverly is a former member of the Career Thought Leaders Advisory Council and previously served as a Board Member for Career Masters Institute/Career Management Alliance for six years.

Beverly is endorsed by John Lucht, author of *Rites of Passage for Executives at \$100K+* and founder of RiteSite.com. She has been quoted in *The Wall Street Journal* and has appeared on CareerTV and Job Talk radio.

Beverly works with senior level executives to help them uncover and differentiate their unique promise of value, navigate the executive job search marketplace, and land a position that provides them with a sense of fulfillment.

■ CERTIFICATIONS ■

Since many clients place a great deal of trust and faith in Beverly's guidance and recommendations, and because as a coach she has the potential to influence your career decisions...your livelihood...and ultimately your life, she continually updates her education and knowledge to ensure that she is providing you with the highest level of guidance and expertise.

Resume Writing

- Certified Professional Resume Writer
- Master Resume Writer

Career Management

- Certified Career Management Coach
- Credentialed Career Manager
- Certified Executive & Leadership Development Coach

Job Search

- Certified Job & Career Transition Coach
- Certified Job Search Strategist

Online Presence & Networking

- Certified Social Media Career Strategist
- Certified Online Identity Manager
- Certified Online Professional Networking Strategist (LinkedIn)

Branding

- Reach Certified Personal Branding Strategist
- Reach Certified 360Reach Analyst

NeuroPositive Coaching

- NeuroPositive Coach
- Master Certified Brain-Based Coach

