

Get Career Help



Insider Tips to Get *the Job* You Want

By Karen D. Swim
<http://getcareerhelp.com>

Get Career Help

The Fine Print (yes, I know we hate fine print too but it's necessary)

You may distribute this document freely and/or bundle it as a FREE bonus with other products, as long as it is distributed via this PDF, intact, and unaltered in any way. You may also republish excerpts as long as they are accompanied by an attribution link back to <http://getcareerhelp.com> Violation of these rights will be punished by law and at the very least, you will have seriously bad karma.

DISCLAIMER

Yes, there's more. Get Career Help, Words For Hire and Karen D. Swim ("We") are not responsible for your actions or lack thereof. We have used our best efforts in preparing this material and make no representation or warranties with respect to its accuracy, applicability, or completeness. We, shall in no event be held liable for any loss or other damages, including but not limited to special, incidental, consequential, or other damages. In other words, we know this tips work but we don't know how you will apply them and take no responsibility for your action or inaction.

In today's competitive job market, candidates must have a multi-prong search strategy. It is not enough to simply post a resume online, or answer ads in the newspaper. One tactic that remains grossly under utilized is networking. With the proliferation of online communication, today's job seeker has failed to grasp the importance of the personal connection. We sometimes joke about deals made on the golf course, or sales closed over dinner but believe it or not, even in today's techno centric environment, this still holds true. Yet, we can also make technology part of the networking equation. We can use social networking sites such as LinkedIn, Twitter, Facebook, blogs and forums to connect with your targeted market.

*“One important key to success is self confidence. An important key to self confidence is preparation.”
—Arthur Ashe*

A large percentage of jobs are never publicized. They are filled through an internal network. Sometimes jobs are even created based on the strength of a personal contact. So, what can you do to take advantage of this job search tactic?

- Keep your resume updated. Even if you are not in the active job market, be prepared for the opportunity that may come your way through casual contact. You never know whom you might meet in the checkout line, at your child's soccer game or on an airline flight.
- If you are actively seeking a job, tell people! Spend some time each week, reviewing your contacts. Call or email them letting them know you're in the job market, and making a SPECIFIC ask. Briefly state your skills and your desired position and ASK if they know of anyone who might be looking for someone with your background. Better yet, ask for contacts at specific companies.
- When you receive a lead from a contact, follow-up and let them know the result. Be sure to thank them for their help. I hear all the time from professionals and recruiters about the lack of simple etiquette. When

- someone takes time to pass on a name or help you with your search, let him or her know you appreciate the effort and share the results.
- Is there a company for which you would love to work? Contact them! You do not have to wait for a posting or open position. If you do not have a personal contact at the company, do your homework. Find out the name of the hiring manager(s) for your position of interest. There are a number of approaches that you can use: job shadowing, mentoring, take them to lunch or coffee to gain their expertise on the job market. Can't get to the hiring manager? Try another avenue such as sales representatives.
 - Attend organizational meetings. Meetings are a great way to make solid contacts if done properly. Do not simply go to the meeting armed with business cards. Obtain a list of attendees in advance. Identify the people that you would like to meet – do not forget those that might supply to your industry. Once you have identified your key contacts for the event, do some upfront research to find out more about them and the company they represent. Armed with your “target” list and background info, you are now prepared to effectively network.
 - Follow-up immediately. I am tempted to write this in all caps and bold it because it is so important. Once you have made a contact, follow-up at once. Drop a note in the mail, call and schedule a time to meet for coffee (or tea), or follow-up by email. Include your resume in written correspondence.
 - Maintain contacts. Share information, make referrals, and maintain your network even if you are not in the job market. The extra effort is well worth it especially when it leads to you finding the job of your dreams!

“The way of the world is meeting people through other people.” – Robert Kerrigan

Before You Network, Choose Your Target!



- Research your potential market. What skills are in demand? What are employers looking for in the positions that interest you?
- Do you have in-demand skills? If so, are they reflected on your resume? If not, what can you do to improve your skills?
- Identify potential industries and roles. Are there other ways that you can market yourself that would make you stand out from others?
- Perform a self-SWOT analysis. (SWOT - Strengths, Weaknesses, Opportunities and Threats) How will you leverage your strengths? What opportunities exist or can be created in your market? What are the barriers or threats to your plan? How will you overcome those threats?
- Identify your Unique Selling Proposition. This is your value statement. Avoid jargon and corporate speak and focus on your value to a potential employer. If you were a product, what would people say about you? How would they benefit from using you? How would they feel? Write it down.
- Make a list of target companies for which you would like to work.
- Once you have listed your target companies, you will need to do research. Much of the research can be done via the internet. Start with your top 10. You will want to find out about the size, structure, compensation, new products/services, and plans. Use the website, 10k statements, and annual reports to gather as much information as possible.
- Organize your contacts to begin networking. Organize your contacts into one database so that you can easily manage emails, phone calls and track who you've contacted, when you contacted them and note any follow-up required on your part. Add potential employers to your list.

- Are you using all of your resources for networking?
 - Professional associations
 - Symposiums or conferences
 - Friends and family
 - Former colleagues
 - Industry trade journals / newsletters
 - Alumni Associations
 - LinkedIn
 - Twitter
 - Facebook
 - Industry forums or groups
 - Sororities or Fraternities
 - Community Groups
 - Place of worship or affiliated groups

Thank you so much for your time! If you want more job search and career, management tips check out our [job and career site](#) and our [resources section](#).

I wish you all the best with your job search efforts!

Karen

Have questions? Feel free to connect:



karenskim@gmail.com



twitter