

OPPORTUNITY
KNOCKS.ORG

Jobs that change the world



Job Search Tips that Get Interviews & Job Offers

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Presented by:

Bob Wolk

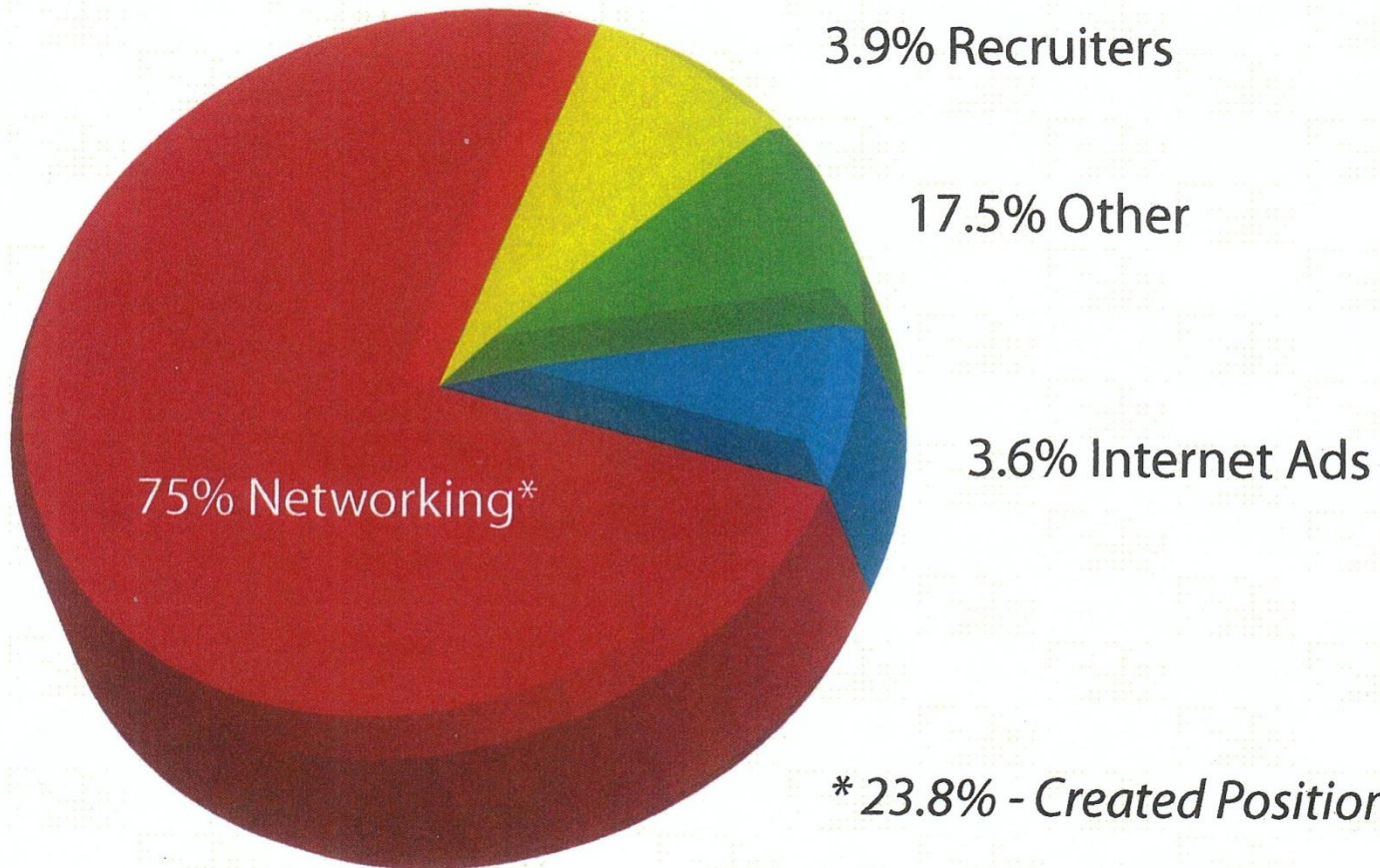
Top Career Coaches

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*"Someone important is bound to see
my resume now!"*

THE JOB MARKET TODAY





“INSANITY”

**CONTINUING TO DO WHAT YOU
ALWAYS DID**

**“HOPING” FOR DIFFERENT
RESULTS!**

= JOB SEARCH FRUSTRATION!

YOUR CHALLENGE!

- YOUR EMPLOYER IS LAUNCHING A NEW PRODUCT.
- YOU ARE ASKED TO CREATE A PLAN TO TAKE IT TO MARKET.
- WHAT DO U DO?



ASK YOURSELF, HOW DO I PACKAGE, POSITION, DISTINGUISH & MARKET THE PRODUCT?

**WHO IS THE TARGET
AUDIENCE/CUSTOMER FOR THE
PRODUCT?**

**HOW DOES MY PRODUCT ADDRESS
“THEIR NEEDS”?**

**HOW IS MY PRODUCT BETTER THAN
COMPETITIVE PRODUCTS?**



HOW DO I GET TO THEM, OR DO I WAIT UNTIL THEY CONTACT ME?

- WHO IS THE PRODUCT IN YOUR JOB SEARCH?

“YOU”



- DO YOU HAVE A “PROACTIVE” PLAN OF ACTION, MARKETING & NETWORKING CAMPAIGN FOR THE MOST IMPORTANT PRODUCT YOU EVER SOLD...YOU?

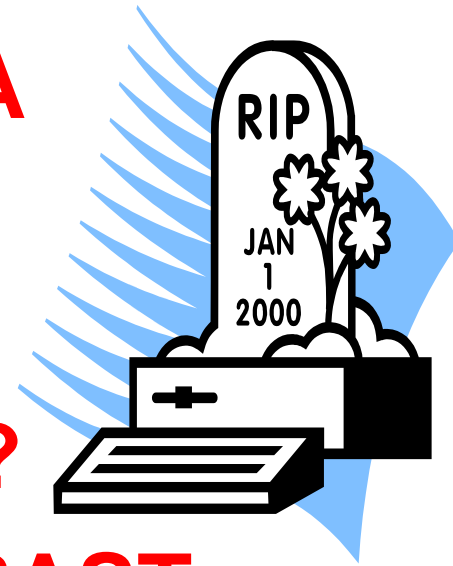
IT'S A "PROCESS"!
IT'S A WRITTEN "ACTION PLAN"!
IT'S ACCOUNTABILITY TO GOALS!

- **IT'S USING NEW TECHNIQUES FOR NETWORKING & CONTACT DEVELOPMENT! (SOCIAL NETWORKING, ETC.)**
- **IT'S AWESOME RESUMES, COVER LETTERS, & OTHER TOOLS!**
- **IT'S BEING "PROACTIVE" VERSUS REACTIVE!**
- **IT'S BEING CREATIVE & PERSEVERING!**

YOUR CAMPAIGN TOOLS?

» **AN AWESOME RESUME OR A “CHRONOLOGICAL OBITUARY”?**

- **DOES IT “TELL” OR “SELL”?**
- **LABEL/TYPE-CAST U TO A PAST POSITION/INDUSTRY only?**
- **QUANTIFY & POWER WORD YOUR ACCOMPLISHMENTS?**



POWER/ACTION WORDS!



- **SPEARHEADED**
- **INCREASED... \$**
- **DECREASED...
SYSTEMS**
- **REDUCED... COSTS**
- **INITIATED...**
- **ACHIEVED...
IDENTIFIED...SAVINGS**
- **CREATED...**
- **SAVED... \$**
- **GENERATED... \$**
- **DEVELOPED...**
- **ACCOMPLISHED...**
- **STREAMLINED...**
- **TRANSFORMED...**
- **INVENTED...**
- **IMPLEMENTED...**
- **SECURED...**
- **RECOUPED...**

MORE...AWESOME RESUME!

- **INCLUDE KEY WORDS/POSITION!**
- **CAREER OBJECTIVES...**
- **DO U WANT THE SAME LABEL/POSITION YOU HAD PREVIOUSLY...OR **SOMETHING MORE?****
- **TMI (Common error)? TLI (Too general)?**
- **“BRAND” YOUR RESUME FILENAME...
MARY SMITH SALES PRO.DOC**

AWESOME RESUME

(cont'd)



- **NO PERSONAL PRONOUNS (I, ME, MY)!**
- **NUMERICAL SYMBOLS FOR NUMBERS...**
“8” NOT EIGHT (EYE STOPS)!
- **SPELL CHECK...MANGER VS. MANAGER!**
- **MINIMIZE “FLUFF” PHRASES (Hard working, etc.)**
- **ADD CORE COMPETENCIES/AREAS OF EXPERTISE**

EXAMPLES...

YOUR ONLINE WEB PRESENCE/EXPOSURE...

Recruiters & Employers search online!



LINKEDIN, TWITTER, FACEBOOK, PULSEPLAXO, MYSPACE, YOUTUBE, DIGG, CRAIGS LIST



FACEBOOK JOB APPS!

- **BRANCHOUT**
- **BEKNOWN**
- **INTHEDOOR**

TWITTER JOB HUNTING SITES

- **TWEETMYJOBS.COM**
- **TWITTERJOBSEARCH.COM**
- **SEARCH.TWITTER.COM**

LINKEDIN JOB HUNTING “GROUPS”

- **EXECUTIVE SUITE**
- **BANKING CAREERS GROUP**
- **CAREER ROCKETEER**
- **JOBSDIRECTUSA**
- **CAREERLINKS NETWORK**
- **SIX FIGURE PLUS NETWORK**

OPTIMIZE SOCIAL MEDIA JOB SEARCHES

- **CREATE A STRONG LINKEDIN PROFILE/HEADLINE/PROFESSIONAL SUMMARY/& GET RECOMMENDATIONS.**
- **UPDATE IT REGULARLY!**
- **JOIN LINKEDIN GROUPS (BY INDUSTRY, BY PROFESSION, BY EDUCATION, BY INTEREST AREA, ETC)...REGULARLY!**
- **CREATE A PUBLIC URL & GENERATE BLOGS.**

NEGOTIATING “GOLDEN RULE” ... DON'T LIMIT YOUR NEW SALARY/WORTH TO THE OLD ONE!

- **NEW JOB!**
- **NEW COMPANY!**
- **NEW BUDGET!**
- **U PROBABLY HAVE NEW WORTH!**
- **ASK ABOUT THEIR BUDGET RANGE!**
- **NEGOTIATE THE OFFER! **OMG!****



Networking



- PROFESSIONAL ASSOCIATIONS
- LOCAL NETWORKING GROUPS
(CHAMBERS OF COMMERCE MEETINGS)
- HIGH SCHOOL/COLLEGE ALUMNI
- SOCIAL NETWORKING SITES
(BUSINESS CARD EXCHANGES)
- ACCOUNTANTS, STOCKBROKERS,
INSURANCE, ATTORNEYS, FRIENDS, FAMILY
- FORMER EMPLOYERS & EMPLOYEES
- RECRUITERS
- **VOLUNTEER!** (Good 4 them, Great 4
Resume)

SAMPLE INTRO

- **MARY FROM ABC COMPANY SUGGESTED I CONTACT YOU. SHE SAID THAT YOU KNOW MORE ABOUT MARKETING THAN ANYONE ELSE IN THE DELAWARE VALLEY! I KNEW I HAD TO MEET YOU!**
- **I AM CONSIDERING A CAREER TRANSITION & HAVE A FEW QUESTIONS. I AM NOT CONTACTING YOU FOR A JOB, JUST 20 MINUTES OF YOUR TIME.**
- **CAN WE MEET FOR COFFEE OR LUNCH (ON ME)?**

Networking (cont'd)

- **UNDERSTAND THEIR NEEDS! DO YOUR HOMEWORK ABOUT THEIR COMPANY & THEM!**
- **REACH OUT WITH “CURIOSITY”, NOT EXPECTING FAVORS!**
- **DON'T LEAVE NETWORKING TO CHANCE! BE “PROACTIVE” & CREATE A LIST!**
- **GO BEYOND YOUR INDUSTRY OR PROFESSION! EVERYONE HAS SOME TRANSFERABLE SKILLS!**

Networking (cont'd)

- **QUANTIFY HOW MUCH TIME U WILL TAKE!**
- **START BY OFFERING PRAISE ABOUT THEM, THEIR COMPANY, ETC. BY PHONE OR EMAIL , KEEP IT SHORT & FRIENDLY!**
- **FOCUS ON HOW U CAN HELP THEM! LISTEN! TAKE NOTES! “TWO EARS & ONE MOUTH”!**
- **FOLLOW-UP WITH A RELEVANT TOPIC YOU DISCUSSED WITH THEM, NOT JUST “THANK YOU” ONLY!**

Networking (cont'd)

- CONTACT ONE NEW PERSON EACH DAY, PREFERABLY BY PHONE. **AND, REMEMBER FIRST CLASS MAIL!**
- OR, BE CREATIVE & PROPOSE A VIDEO CHAT!
- DON'T TAKE "NO" PERSONALLY!
- **BUILD YOUR NETWORK THE SAME WAY AS BUILDING FRIENDS** (RESTAURANTS, MUSEUMS, BOOKS, EVENTS, MUSIC, SPORTS, MAGAZINES, NEWSPAPER ITEMS, COUPONS, ETC.)
- ASK IF THEY KNOW ANYONE U COULD SPEAK WITH!

ADDITIONAL TIPS!

- DO U WANT TO BUILD YOUR OWN BUSINESS, OR PART TIME INCOME?
- THE DEREGULATION OF “ELECTRICITY” IS A “HOT” MARKET!
- COMMISSIONS & “RESIDUAL” INCOME!
- PART TIME FLEX SCHEDULE.
- EVERYONE NEEDS THE PRODUCT & WANTS TO PAY LESS!
- ASK ME FOR INFO, DVD, ETC.



MORE TIPS!

- **FREE DATABASES- ZOOMINFO.com**
(KEY PEOPLE BY TITLE, COMPANY, ADDRESS, PHONE, EMAIL, ETC.)
- **RESUME & COVER LETTER DISTRIBUTION SERVICES- www.Jobsbyfax.com**
- **REMEMBER TO “VOLUNTEER”, JOIN LINKEDIN GROUPS & NETWORK “VORACIOUSLY”!**

QUESTIONS FOR “DOCTOR”

BOB

CALL OR EMAIL ME!

- TopCareerCoaches@gmail.com
- **(215) 870-5728**
- **THANK YOU FOR STAYING AWAKE!**

