

THE SIX KEYS TO GETTING A JOB IN ANY MARKET—Learn A Recruiter's Secrets To Marketing Yourself

1. Think like a recruiter.
2. Network, network, network.
3. Use social media and job boards.
4. Develop a company target list.
5. Develop a job search plan and follow it.
6. The most important activity to getting the job.

- The most important activity to getting the job is _____.

1. Think like a recruiter.

- Activity is in direct proportion to _____.
- Expect _____.
- Maintain a minimum level of activity to get a minimum result.
- Activity must increase during a recession.
- Plan on _____ interviews to get an offer.

Exercise: What other positions can you transition your strengths and skills to?

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Dolores Lara
The Hemingway Company
lara@hemingwaycompany.com
<http://www.hemingwaycompany.com/>



Dolores Lara Breaking Barriers
<http://www.doloreslara.com/>
<https://www.facebook.com/DoloresLaraBreakingBarriers?ref=hl>

2. Network, network, network.

- _____ per cent of people find jobs through referrals.
- Join at least one professional organization and get involved.
- Start networking now, ideally before you are unemployed. Keep networking after you get a job.

3. Use social media and job boards.

- Set up a LinkedIn profile.
- Understand the potential of LinkedIn.
- Post your resume on job boards—only if you are unemployed.

4. Develop a company target list.

- Match your industry and company size.
- Match by specific skill.
- Match for desired location.
- Shoot for _____ companies on your list.
- Sources include:



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5. Develop a job search plan and follow it.

- Commit to a minimum number of hours per week.
- Join forces with two or three other job seekers and form an accountability group.
- Create a Job Hunting Plan that works for you.

WEEKLY JOB SEARCH PLAN – EXAMPLE

- Contact one executive recruiter—use internet, Directory of Executive & Professional Recruiters.
- Research five companies on your target list—contact name, email address, phone number. To get email addresses, use Google Chrome: “*@company.com” email Company must match website address. I.E. “*@pwc.com” email
- Call the contact names at the five companies and present yourself. Follow-up with an email and present your resume.

“Hi, I’m Susie Jones and I am a Financial Analyst with extensive healthcare experience. My strengths are analytical skills, process improvement, and initiative. In my last position I realigned AR procedures and reduced outstanding receivables by 48%. I also created an access database to convert data from excel for 671 Trauma Centers. Hogue Hospital is on my target list of companies to work for. Do you have a need for someone with my skillset? If you don’t have a need for my skills at this time, will you have a need for my skills in the future? “Do you know of anyone else who might be interested in my resume? Please call me back at xxx-xxx-xxxx”



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WEEKLY JOB SEARCH PLAN – EXAMPLE (Continued)

- Apply to five open positions on-line—www.indeed.com.
- Attend at least one networking event. Hand out and receive five business cards.
- Invite the five people you met to connect on LinkedIn.
- Join one LinkedIn group and start or enter one conversation.
- Call and/or email the contacts that did not call you back when you presented your resume the previous week to follow-up.
- Meet at least two contacts/recruiters for coffee.
- Meet with your accountability group to report your activity and brag about your success.

8. The most important activity to getting the job is _____.

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