

Organize Your Job Search

Presented by Paul Cameron,
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Sunday, Nov. 11
 12:15pm – 1:45pm

Follow me so I can follow you!

- www.linkedin.com/in/paulcameron
- www.twitter.com/PC_Headhunter
- www.facebook.com/drivestaff
- youtube.com/user/speedupmyjobsearch
- www.SpeedUpMyJobSearch.com




The Job Search Process






Seems more like luck!





Job Search Strategies:

There is so much more you could be doing to land a job.



Job Search Strategies

- Strategies you know.
- Strategies you know that you don't know.
- Strategies you don't even know that you don't know!

Example: Your resume could be automatically deleted before it's ever seen based on the font type & size you use!





My Goal:

Show you the steps to organizing a search

As a result, you will know how to find a job faster.

My Challenge to you...

...Tell someone you were here, create accountability.



Attitude & Strategies

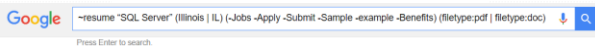
- Avoid the Attitude Traps!
 1. Job club conversations. The toes you step on today...
 2. Positive attitude about the search - Q1, Q2, Q3, Q4
- Adopt the Optimism of a Dog!



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Resumes: Can employers find you?

- Where is it? Do you have a Digital Portfolio?
 - LinkedIn, Twitter, other Websites
- Is it Optimized to be found? Are you backlinking?



- How are you getting noticed? (Visibility = Opportunity)
 - Q&A Sites (Quora.com, Forums, LinkedIn, LinkedIn)
 - Professional Blogs (Your own site, LinkedIn, WordPress, Tumblr)



Interviews: Likability Wins!

- Advanced Sales Techniques:
 - The Slow Pitch Down the Middle
- Research good news at the company...



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Important Concepts

- Interview to Hire Ratios
7 to 1 vs. 3 to 1
- Huge Misconception:
"If I'm qualified, they'll hire me, if not, then they won't!"
- You must be able to sell yourself:
If YOU can't sell yourself, WHO will?



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Obstacle: Interviewing Success

- Why are you changing jobs? Or Why did you leave your last job?
 - Answers to Avoid: I want out because...
 - Use Running to format, not running from.
 - Compliment previous employers = likable.
- What's your greatest weakness?
 - Answers to Avoid:
 - I have no weaknesses
 - The "but it's really a strength" answers
 - The Weakness Formula:
 - ID Negative Q – Show you are a problem solver
 - Make it Past Tense + Finish with Solution
- Where do you see yourself in 5 years?
 - Answers to Avoid:
 - Running my own company
 - Living in Arizona
 - Show specific interest in them.



Interview Influencer Doc

- Employers LOVE people who:
 - Have done their research.
 - Are prepared for the meeting.
 - Have planned questions.
 - Are organized.
 - Take notes.
 - Are interested in them.



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What is the BEST way to find a job?

1. Networking
 2. Employee Referral Programs
 3. Job Postings
- That means we need others to promote us
 - How can we get people we don't know to refer us? →
 - How do we find people we don't know?



The Key: Getting referrals from Strangers

- **Established:** Your percentage chance of getting an interview increases when someone refers you.
- **Fact:** A great many companies utilize employee referral programs.
- Use LinkedIn to reach out to them directly!

Hi -, I found your name through a connection in LinkedIn. I was about to apply to a position within your company, but before I did I was hoping to find out more about the company and the culture there. Since you are currently working there, I was wondering if you could share some thoughts on what you think of the place. I appreciate your time and any insight you might provide.



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If they reply, Thank, Ask and Offer!

Thank you [first name], I sincerely appreciate the response. Based on your feedback, I will go ahead with my application to the [title] position.

Do you know who I should talk to about applying for the role other than just sending a resume through the online application?

Actually, does your company offer any sort of employee referral bonus? If you take a quick glance at my profile on LinkedIn, and think it makes sense for me to apply, if you like I can send you my resume directly and you can present it to the appropriate person to potentially earn that bonus if I'm hired.

Thanks again, I appreciate your consideration.

Paul



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Networking: In-Person & Online

- Do you have daily plan?
- In person opportunities? Where?
 - Friends, Family, Acquaintances
 - EVERYONE knows someone you don't!
- Instead of "Please help me find a job," try,
 - "I have an opportunity to find a new position, and..."
 - "...I remember you worked at..."
 - "...I want to ask your advice on something..."



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Networking: Online

- Do you have daily plan? 
- Tools get warm leads for referrals
- [facebook.com/search/str/IBM/pages-named/employees/intersect](https://www.facebook.com/search/str/IBM/pages-named/employees/intersect)
- Endorse & Recommend on LinkedIn 
- Ask Recruiters for referrals

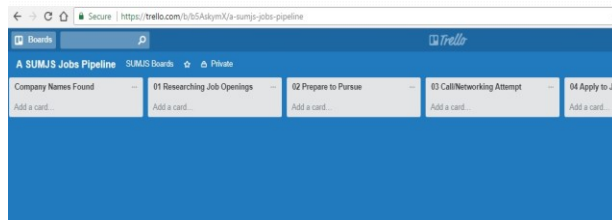


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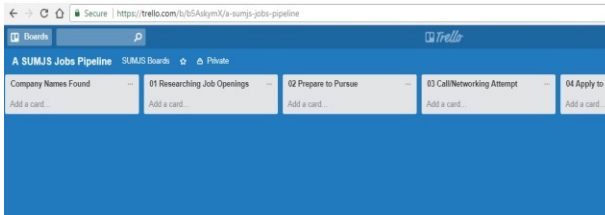
Job Search Tracking: Trello.com

- Trello.com is free, and is a GREAT way to track.



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- Start with finding company names

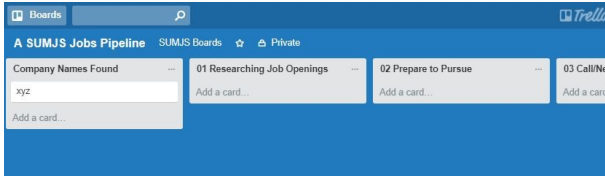


Find Companies who hire people like you!

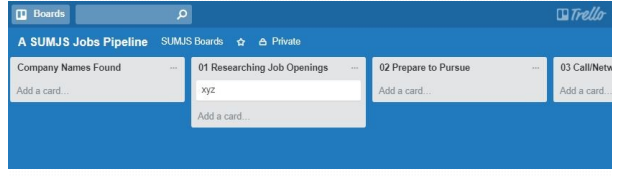
1. LinkedIn: Advanced **People** search for people who do what you do in your area.
2. Open their profile to see where they worked!
3. Now you have a nice list of companies!



Job Search Tracking: Trello.com



Job Search Tracking: Trello.com



xyz - Business Analyst

in list 01 Researching Job Openings

[_ Edit the description...](#)

01 Job Openings Research [Delete...](#)

0%

- Search indeed to see ALL their openings
- Search their company website to see ALL their openings
- You've confirmed you are applying to the right job - best fit for you
- You've noted their open job types (recruiter openings mean major hiring needs = hotter lead)
- Move this card to '02 Prep to Pursue' list

Add an item...

Add X

Add Comment

PC Write a comment...

Add

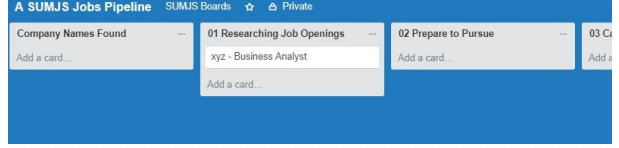
- Members
- Labels
- Checklist
- Due Date
- Attachment

Actions

- Move
- Copy
- Subscribe
- Archive

Share and more...

Job Search Tracking: Trello.com



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in list 01 Researching Job Openings

01 Job Openings Research 100%
Everything in this checklist is complete!

02 Prep to Pursue 0%
 Find 1 to 3 potential hiring manager names - note them on this card
 Find email addresses or company email pattern - add to previous comment
 Find 1 to 3 employees who work in the department or company - non managers - note them in comments
 Find the phone number for the company - add to notes
 Move this card to "03 Call/Networking Attempt"

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in list 03 Call/Networking Attempt

Description: Hiring Manager 1 - email - phone number
Hiring Manager 2 - email - phone number

01 Job Openings Research 100%
Everything in this checklist is complete!

02 Prep to Pursue 100%
Everything in this checklist is complete!

03 Call/Networking Attempt 0%
 1st call attempt to the hiring managers you found between 11am-12pm. & FP with an email
 Send the Referral Program message through LinkedIn to the employees
 Try to follow ALL of the people noted on LinkedIn, Twitter, and Google+
 Follow the company in LinkedIn and Facebook
 Add Due Date to apply tomorrow at 7am or 8am and move this card to "04 Apply to Job" List

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 in list 04 Apply to Job

Due Date
 tomorrow at 7:00 AM (due soon)

Description [Edit](#)
 Hiring Manager 1 - email - phone number
 Hiring Manager 2 - email - phone number

01 Job Openings Research [Show checked items \(5\)](#) [Delete...](#)
 100%
 Everything in this checklist is complete!
 Add an item...

02 Prep to Pursue [Show checked items \(5\)](#) [Delete...](#)
 100%
 Everything in this checklist is complete!
 Add an item...

03 Call/Networking Attempt [Show checked items \(5\)](#) [Delete...](#)
 100%

Add

- Members
- Labels
- Checklist
- Due Date
- Attachment

Actions

- Move
- Copy
- Subscribe
- Archive
- Share and more...

Step 4: Apply to the Job

04 Apply to Job [Delete...](#)

0%

- Customize the Resume before applying to match the description
- (if no response yet) Apply to the job and note HOW you applied (i.e. online app, email, through referral, LinkedIn, etc).
- Note the date applied on this card Description above as the first line
- Attach the resume you submitted AND the job description to this card
- Note any information you included on the application that would need to be referenced later such as desired salary, if you would travel, etc.
- Add Due date for tomorrow between 4pm and 5pm to follow up and move this card to "05 Post App Follow Up" list

Add

Add Comment

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 in list 04 Apply to Job

Labels
 Phone Interview Pre-screen Interview +

Description [Edit](#)
 Hiring Manager 1 - email - phone number
 Hiring Manager 2 - email - phone number

01 Job Openings Research [Show checked items \(5\)](#) [Delete...](#)
 100%
 Everything in this checklist is complete!
 Add an item...

02 Prep to Pursue [Show checked items \(5\)](#) [Delete...](#)
 100%
 Everything in this checklist is complete!
 Add an item...

03 Call/Networking Attempt [Show checked items \(5\)](#) [Delete...](#)
 100%
 Everything in this checklist is complete!
 Add an item...

04 Apply to Job [Hide completed items](#) [Delete...](#)

Add

- Members
- Labels

Labels

Search labels ...

- In Person Interview
- Phone Interview
- Pre-screen Interview
- Offer Received
- Referred
- Target Company
- Cold Lead

[Create a new label](#)

[Enable color blind friendly mode](#)

Step 4: Apply to the Job

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Time to get to Work.

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A structure to land a job you'll love.

100% of profits go towards helping more Job Seekers!

Networking Membership Includes:

- ✓ My custom Jobs Pipeline in Trello – Business Level
- ✓ Advanced Networking eCourse
- ✓ Your own Digital Portfolio in our searchable Talent Directory
- ✓ Your own professional blog with backlinking options included
- ✓ Access ALL archived seminars from JDNG
- ✓ Access to 1,800 jobs – that we will follow up on for you
- ✓ \$14/mo, or \$11/mo if 3 months, or \$9/mo if 1 year

If you trained to overcome the...

- Optimize your resume to be found
- Interview for likability
- Strategically Network In Person & Online – with a daily plan
- Track your search to never miss a lead

Would you land faster than someone who didn't?

Seek out books like Martin Yate, Harvey Mackay...

Rick Pitino's "Success is a Choice"

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