



"I'm sorry, you're overqualified. Come back when you've forgotten some things."



# **THE COMPLETE JOB SEARCH KIT**

**Jack Martin, President  
Businesspersons Between Jobs**

# FIRST THINGS FIRST OUTLINE

- Getting Started
- Your Network
- Summary Statement
- Networking
- Resume
- Interview Preparation
- Interview Strategy
- The Interview
- Follow-up
- The Offer
- What's Next

# GETTING STARTED

- File for Unemployment
- Business Cards

**Jack Martin**

Professional Volunteer

314-265-5007

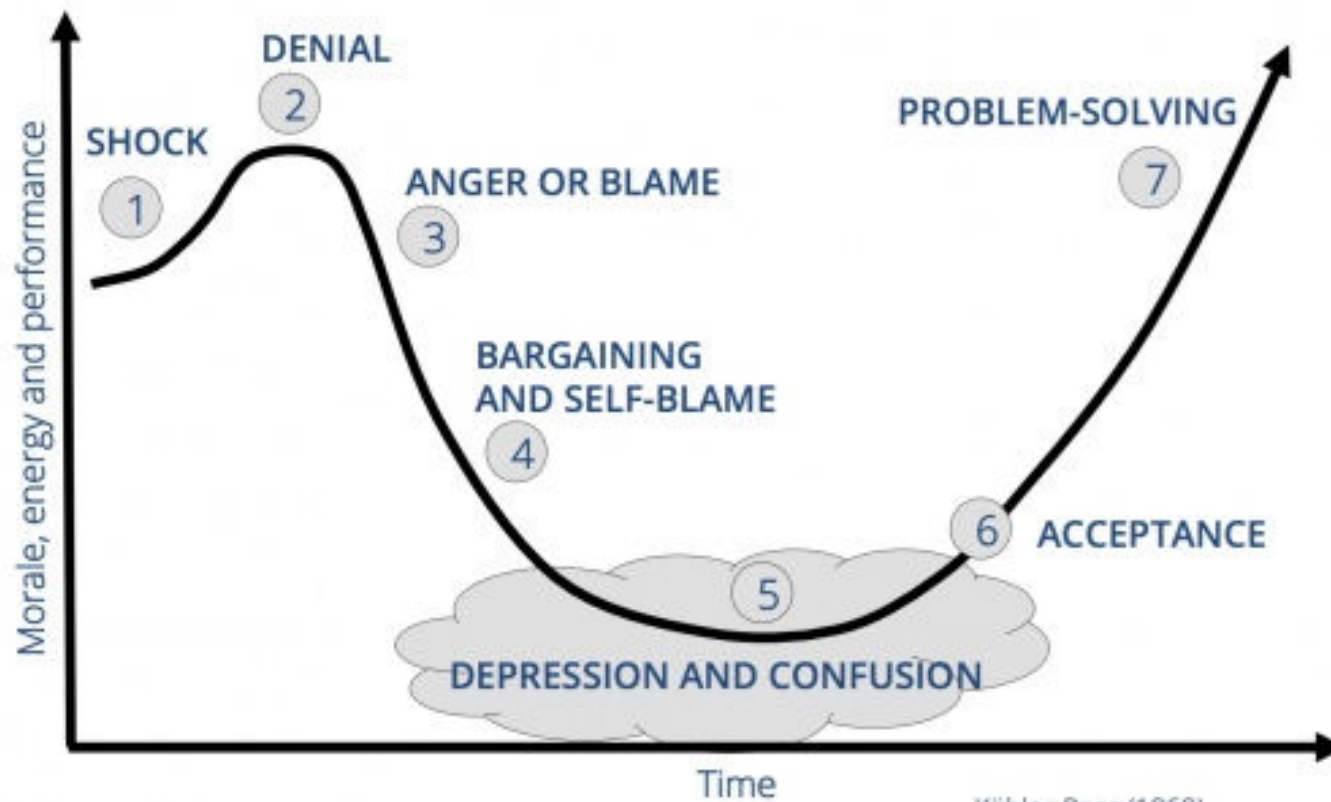
[jackmart1222@gmail.com](mailto:jackmart1222@gmail.com)

- Work History
- LinkedIn
- Social Media
- Resources
- Accountability Group
- Mental Prep

# GETTING STARTED (CONT.)

## EMOTIONAL STATUS

The Change Curve



Kübler-Ross (1969)

# YOUR NETWORK

- Buy a 8 1/2 X 11 Yellow Tablet
- Write names of EVERYONE You Know
- Start with Family incl. Extended Family
- Co-Workers
- Suppliers, Customers, Professional Assoc.
- School Mates
- Neighbors, Parents of Kids Friends, etc.
- Barber, Hairdresser, Handyman, etc.
- EVERYONE

# **SUMMARY STATEMENT**

## **ALSO KNOWN AS ELEVATOR “PITCH”**

- **Who You Are**
- **Personal Brand**
- **Not What You Did**
- **Not Job Description**
- **No “I” or “responsible for”**
- **What You Are Known For**
- **What You Bring To The Table For This Employer**
- **Three Specific Examples From Accomplishments**

# SUMMARY STATEMENT (CONT.)

## SWOT ANALYSIS



### SWOT Analysis Worksheet

- For instructions on using SWOT Analysis, visit [www.mindtools.com/hr/SWOT](http://www.mindtools.com/hr/SWOT).
- For personal career or life strategy, visit [www.mindtools.com/hr/PersonalPlanWorkbook](http://www.mindtools.com/hr/PersonalPlanWorkbook).
- For more business leadership skills (like SWOT) visit [www.mindtools.com/pages/newton\\_lad.htm](http://www.mindtools.com/pages/newton_lad.htm).

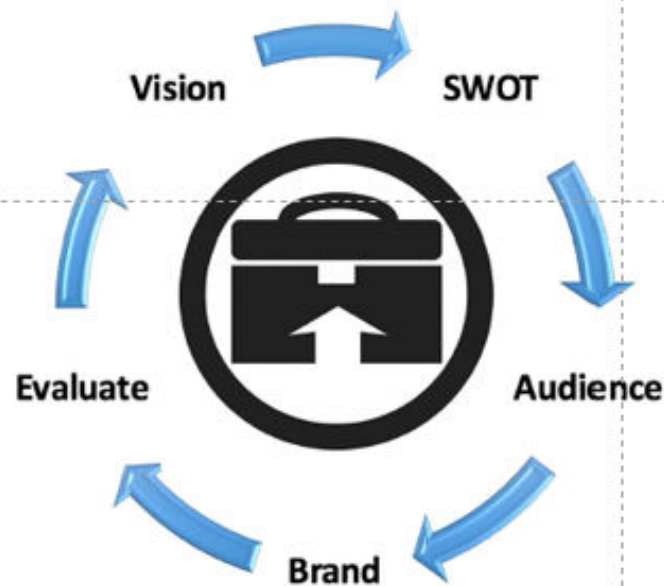
<b>Strengths:</b> What do you do well? What unique resources can you draw on? What do others see as your strengths?	<b>Weaknesses:</b> What could you improve? Where do you have fewer resources than others? What are others likely to see as weaknesses?
<b>Opportunities:</b> What good opportunities are open to you? What trends could you take advantage of? How can you turn your strengths into opportunities?	<b>Threats:</b> What trends could harm you? What is your competition doing? What threats do your weaknesses expose you to?



# SUMMARY STATEMENT (CONT.)

## Personal Branding

### Personal Branding Model



### Follow the process:

1. Evaluate yourself
2. Create your vision
3. Do a personal SWOT analysis
4. Identify your audience
5. Create your brand
6. Repeat

# GROUP NETWORKING

## Job Fairs, Meetups & “Events”

- Elevator “Pitch” = Summary Statement
- Not Why You Left Prior Employer
- What You Are Known For
- Quality Not Quantity – 2 or 3 Good Contacts
- Work The Room – No Groups - Individuals
- Introduction “Hi, I’m ...” (pause)
- “What’s Your Name?” (pause)
- “I’m CEO Of A Not-for Profit... Formerly...”
- “What Do You Do?”

# GROUP NETWORKING (CONT.)

- Continue Conversation To Determine If This Is A Worthwhile Contact
- Gather Information - Target Companies, Who To Talk To, Certifications Needed
- “Let’s Get Together For Coffee”
- Exchange Business Cards
- “I’ll Call You To Set Up A Date & Time”
- Meet At Bread Co - You Buy The Coffee
- Have An Agenda – Plan On 1/2 Hour

# GROUP NETWORKING (CONT.)

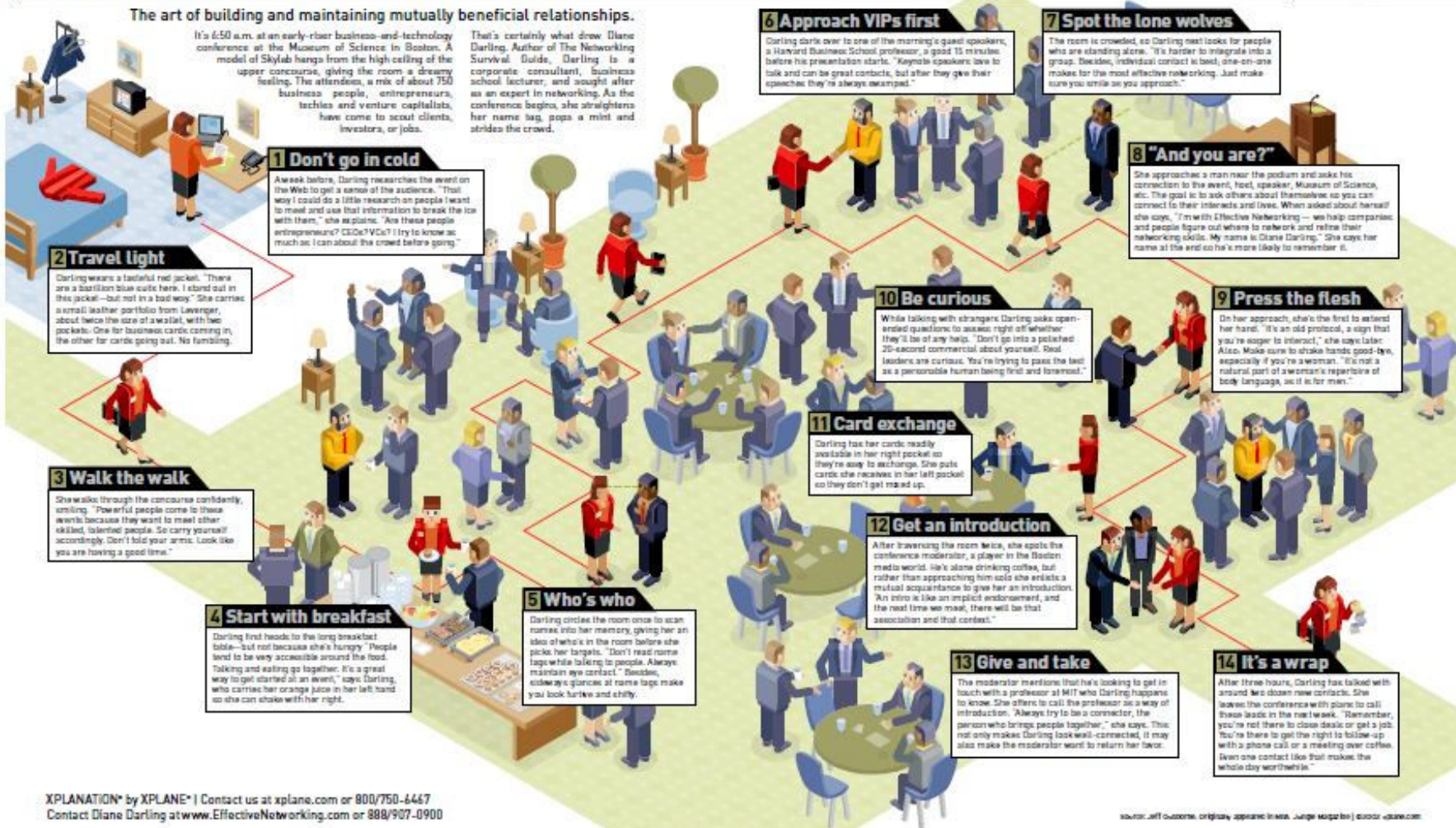
## How To Work A Room™

XPLANATIONS® by XPLANE®

The art of building and maintaining mutually beneficial relationships.

It's 6:50 a.m. at an early-riser business-and-technology conference at the Museum of Science in Boston. A model of Skylab hangs from the high ceiling of the upper concourse, giving the room a dreamy feeling. The attendees, a mix of about 750 business people, entrepreneurs, techies and venture capitalists, have come to scout clients, investors, or jobs.

That's certainly what drew Diane Darling, Author of *The Networking Survival Guide*. Darling is a corporate consultant, business school lecturer, and sought after as an expert in networking. As the conference begins, she straightens her name tag, pops a mint and strides the crowd.



# NETWORKING MEETING

- Social – 3 to 5 Minute Max
- Go Over Agenda With Your Contact
  - Show It's Business Not Social

## SAMPLE AGENDA

### Aaron Rodgers

314-123-4567

[aaron.rodgers@greenbaypackers.pro](mailto:aaron.rodgers@greenbaypackers.pro)

#### Meeting Agenda

1. Thank you
2. Aaron Rodgers background
3. Advice on my search
4. Networking contacts
  1. Target companies
  2. Other companies?
  3. People that work for target companies
  4. People on my target list
  5. Other people?
5. How can I help you?
6. Follow up

**John Smith**  
111-111-1111  
j.smith@gmail.com  
<https://www.linkedin.com/in/00000000/>

**Summary:**  
An innovative healthcare expert with Business Development and Operations expertise in the healthcare, pharmaceutical and biotech industries. Successful track record in new idea generation, product development, marketing, and complex cross-functional program management. Has expertise in nurturing, developing and managing culture of innovation. Led marketing and technology alliances. Outstanding people management, analytical and communication skills.

**Accomplishments:**  
Co-founded and led Company A, LLC, an [aggr. widget](#) start up; transferred innovative University technologies from lab to market; opened and grew new markets for Company B; trained, led and mentored scientist teams at Company C; and developed and improved drug manufacturing processes for HIV, rheumatoid arthritis and cancer. MBA.

• Strategic Thinking	• Project Management	• Entrepreneurship
• Financial & Cost Analysis	• Alliance Opportunities	• Cross Functional Collaboration
• Business Development	• Disruptive Innovation	• Joint Customer Development

Target Companies:	Target People
Amazon	
Apple	
Ascension Health	
<b>BioMocous</b>	
BIC	
Centene	
Express Scripts	
Google	
IBM	
<b>Lucas</b>	
Mercy Healthcare	
Monsanto-Bayer Crop Sciences	
Pfizer	
<b>Sandoz</b>	
SSM	

# NOT YOUR RESUME

- Have a 1 Page Summary including Your Current Target Companies

# NETWORKING MEETING

## Aaron Rodgers

314-123-4567

[aaron.rodgers@greenbaypackers.pro](mailto:aaron.rodgers@greenbaypackers.pro)

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1. Thank you
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  4. People on my target list
  5. Other people?
5. How can I help you?
6. Follow up

# NETWORKING SUMMARY

**Aaron Rodgers**

314-123-4567

aaron.rogersQB@greenbaypackers.pro

<https://www.linkedin.com/in/aaronrodgersQB/>

## Summary:

An innovative field general expert with Leadership and Operations expertise in the pro sports, Sports medicine and apparel industries. Successful track record in new idea generation, worldwide marketing, and complex cross-functional operations management. Has expertise in nurturing, developing and managing culture of innovation. Led marketing and development alliances. Outstanding people management, analytical and communication skills.

## Accomplishments:

Led a professional football organization on and off the field; transferred innovative medical analytics data development from lab to training camp; opened and grew new markets; trained, led and mentored teams, and developed and improved drug manufacturing processes for pain management and injury therapy.

• Strategic Thinking	• Pain Management	• Training Leadership
• On-field Leadership	• Alliance Opportunities	• Cross Functional Collaboration
• Business Development	• Disruptive Innovation	• Draftee Development



Target Companies:	Target People
Rams	
Bears	
Chiefs	
Eagles	
Giants	
Redskins	
Chargers	
Steelers	
Nike	
ABC	
NBC	
CBS	
Jim Bean	
Absolute	
Coors	



# NETWORKING SUMMARY

- Ask “Do You Know Anybody At Any Of These Companies?” (pause)
- Ask “Should I Add Any Companies?”
- Ask “Who Do You Know That I Should Talk To?” (pause)
- “How Can I Help You?”
- “I’ll Be In Touch”
- Send A Thank You Email That Day



# NETWORKING FOLLOW UP

## Sample Networking Log

Networking Log

Name: _____	Title: _____
Company: _____	Co. Telephone: _____
Co. Email: _____	P.A.: _____
Per. Email: _____	<del>Bus. Telephone: _____</del>

<u>Date/Time</u>	<u>Location</u>	<u>Topic</u>	<u>Follow Up</u>

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# NETWORKING FOLLOW UP

- Keep Your Contacts Informed
- That You Contacted Their Suggestions
- Companies Added to Your Targets
- Do They Know Anybody At These New Companies?
- Any New Suggestions?
- Interviews You Have Had
- Keep In Touch Regularly

**YOU HAVE LANDED!**

# RESUME

- 2 Page Maximum
- 12 Point Font-3 to 4 Fonts Maximum
- Who You Are – Your Marketing Brochure
- Name & Contact Info (both Pages)
- Functional First Page
- Summary Statement
- Skills & Qualities
- Accomplishments
  - Name, Title or Amount
  - Quantify but Don't Exaggerate or Lie
- Top Half Will Get Read

# RESUME (cont.)

- **Chronological on page 2**
  - **Company, Job Title, Years Start & Finish**
  - **Not Job Descriptions & Duties**
  - **No “Responsible For...”**
  - **One Or Two Accomplishments Per Job**
- **Education & Degrees & Certifications**
  - **No Dates Of Graduation Or Attendance**
- **No References Or “References Available....”**
- **15-20 Years Max unless....**
- **Nothing Left Out - No Gaps**

# INTERVIEW STRATEGY

- Two Way Conversation
- Who You Are - Not What You Did
- Not Job Description Or Responsibilities
- What You Are Known For
- Don't Ask Questions You Can Obtain
- Get Information About Their Hiring Process
- “What Is The Next Step?”
- “When Will That Occur?”
- “May I Call You If I Haven't Heard By....?”

# INTERVIEW PREP

- Rehearse Answers To Questions
  - Written but not memorized
- Bullet Points – Not A Memorized Speech
- Incorporate Achievements In Answers
  - Have A Name, Number Or Title
- Have 10 to 12 “STAR” Stories of Achievements
- Recognize The 5 Types of Questions
  - Value – 3 Points Of Who You Are
  - Ability – Can You Do The Job?
  - Fit – Do You Fit Our Culture?
  - Weakness – “Here’s What I Learned....”
  - Negotiating – “I’d Consider It”
- Prepare a list of 10 Questions You Want To Ask

# **THE INTERVIEW**

- **Arrive 10 Minutes Early**
- **Factual vs. Behavioral Questions**
  - **Accomplishments – 10 To 12 “STAR” Stories**
  - **End With “Did I Answer Your Question?”**
- **Present Your 30-60-90 Day Plan**
- **Have A Checklist - Five Questions To Ask**
  - **Relate To A Key Selling Point**
- **“Is There Anything You Have A Reservation About?”**
- **Ask For The Job!**
- **Keep Follow-up In Your Court**

# FOLLOW-UP

- **YOU WANT TO STAND OUT**
- Thank The Admin And Receptionist
- Handwritten Notes To All Before You Leave
- Email To All You Met The Next Day
- Letter To Hiring Manager – 2<sup>nd</sup> Day
  - Reiterate Your Fit To The Requirements
  - Table – Key Requirements Vs. You
  - Ask For The Job!
- Call Hiring Manager After Agreed Time
- Thank You Letter If You Were Rejected



# THE OFFER

- Wait For The Written Offer
- Get All Of The Details In Writing
  - Bonus, Insurance, Pension, 401-k, Vacations, Travel, etc.
- Prepare For Negotiations
- Three Magic Words
- “Would You Consider.....”
  - \$5,000 Higher Salary
  - Salary – Increase After 6 Months
  - Hiring Bonus
  - Increased Vacation
  - Flexible Hours – Working From Home

# WHAT'S NEXT?

- **Celebrate!**
- Update LinkedIn
- Email The Good News To Your Networking Contacts
- Keep Your Network Alive
- Prepare For Your Next Job Search
- **“Knock ‘Em Dead”**



"I'm sorry, you're overqualified. Come back when you've forgotten some things."