



Sale Fish

Tom's Tips - Lessons of a Job Seeker

9/26/2009 (rev 4 – stay tuned more coming)

by

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Lets LinkIn

The Job Search.....



.....where to start

Getting Started: 30-60-90 Day Plan

- You can not boil the ocean – you need start somewhere

30 Day Plan

The First 30 Days

Take the time to figure out “Who am I” versus “what I do or did.

Get professional email address (personal URL domain is the best)

Order Business Cards – Vistaprint.com cheapest

Post resume to job boards – all “main sites” as well as industry/association sites

Secure Digital Footprint on LinkedIn, Twitter, Facebook, your own URL

Review completely the www.careerdfw.org site for groups and associations to join and attend

Search strategy

Create 30 second introduction (I am, I do, I help, I need)

Start your target company search

Get/start Job Log to keep track of your opportunities

Choose your method of keeping current with your contact database (Outlook is one way)

Sign up for unemployment through TWC

Create your scripts for calls for new introductions, informational interviews, cold calls into target companies etc)

60 Day Plan

60 Days

Join an accountability group

Identify groups that you wish to continue to network with

Continue to find new groups and associations to meet new people to network with

Join associations that not only are in your area of expertise but compliment your target companies

Register for interim consulting (<http://www.glgroup.com/>)

Volunteer Somewhere – it's good for you and good for them!

Target list of companies identified and refines (see <http://www.thomasjackson.info/>) Sale Fish for help

Update your footprint weekly on all sites (job boards, LinkedIn, Facebook etc) – People need to find you!

Link to people you meet and grow your network

Begin to become an expert on LinkedIn – participate and answer questions, recommend people, use the job search function!

Target the recruiters in your sector on LinkedIn and create a contact plan of action

Use these “Tips and Tricks” routinely now

Important - optimize your page to be found when someone wants to find someone in your field!

90 Day Plan

90 Days

Say Thank You Always!

Reset priorities – what are you doing right and wrong – alter course if needed

Set quota and goals of contacts per day

Increase your networking!

Follow up should be routine by now – 10-12 touches per day (voice and email)

Research Blogging – Is it for you? Great way to get seen!

Target informational interview contacts and schedule calls

Don't PANIC!

Fine tune and adjust – stay connected to your accountability group

Stay the path that you have planned but identify what you need to learn more about

Target those areas of need and research how to expand your knowledge

Why isn't what I'm doing working? Talk to people and see what they are doing

The Internet

- It can be a “Black Hole” or a “Portal”

Internet Job Search

- Social Networking

76% plan to invest more in employee referrals (68% in 2008)

72% plan to invest more in recruiting through social networks

75%+ plan to invest less in more costly sources (job boards, third-party recruitment and campus recruitment)

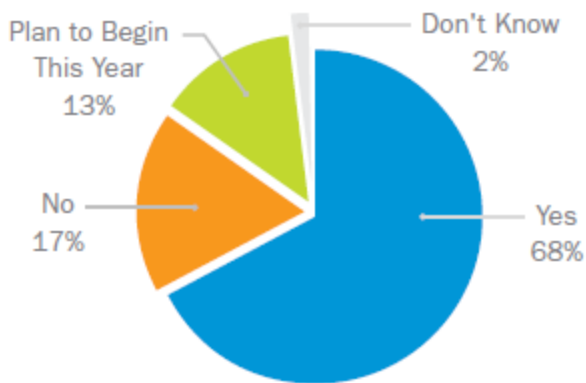
80% of companies use or are planning to use social networking to find and attract candidates this year

95% will use **LinkedIn** (80% in 2008)

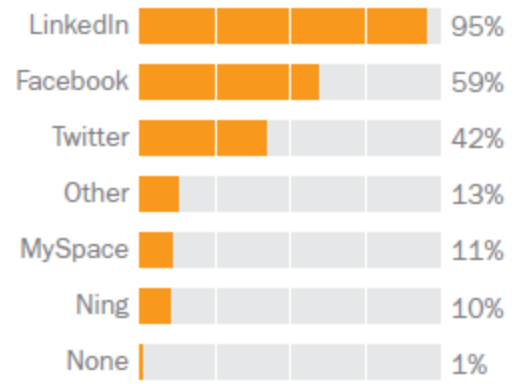
59% will use **Facebook** (36% in 2008)

42% will use **Twitter**

1. Do you or your company use social networking or social media to support recruitment efforts?



2. Which social networking sites do you or your company use to find candidates? Check all that apply.



Internet Job Search - Social Networking

77% of respondents said they use social networks to reach passive candidates

66% of respondents hired a candidate through social networks and they were quality

15% of respondents tapped employees social networks for hiring

HR people use social networks to research candidates

76% use LinkedIn

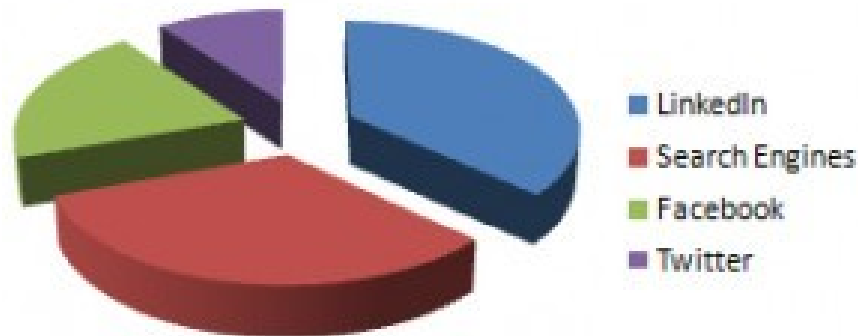
67% use search engines (Google)

44% use Facebook

21% use Twitter

24% of candidates disclose their social networking presence when applying

**% of Companies Using Social Networks as
Background Checks**



Internet Job Search



Help Recruiters find you!

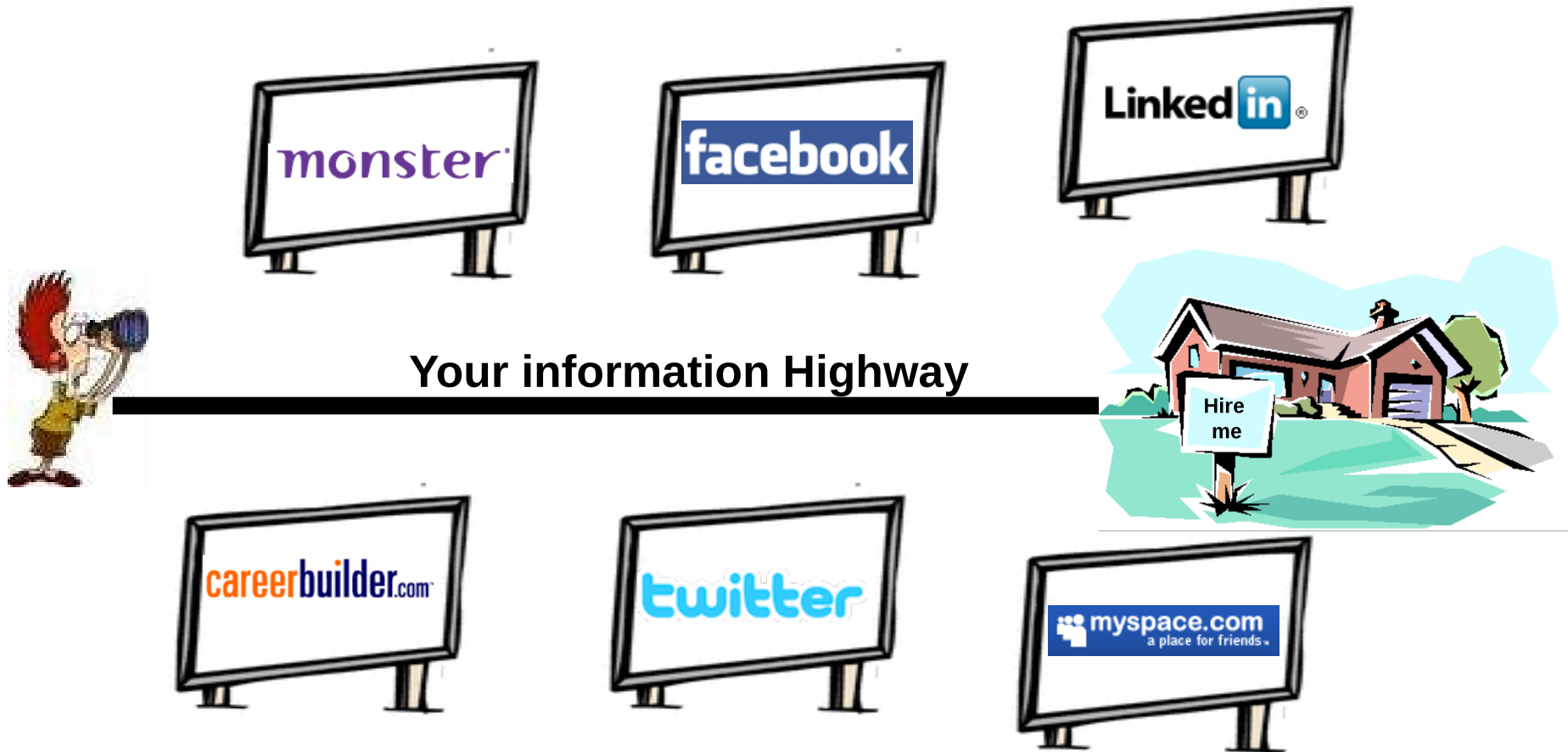
- Mail your resumes?
- Online resumes?
- Network your resume?
- Social network your resume?

Internet Job Search



- **Companies are looking for talent on the Internet**
- **Job seekers are looking for Companies on the Internet**
- **Neither makes it easy to find one another**

Internet Job Search



- Do not just use the Internet. Have a strategy
 - Create a Personal-Brand: <Name>/<What you do>
 - Use Online Job Boards – AND – Social Networking sites
 - Nest your Links/URL – Put LinkedIn URL on Facebook URL, etc

Internet Job Search



- Keep your Job Sites updated.
- Recruiters pull only recent data.
- Make small changes or updates daily to LinkedIn and use the LinkedIn groups.
- Keep relevant

- Which site is the best? Great question no real answer.
- The job search landscape changes rapidly. Almost every 90 days there is a new site or technique (ie Twitter)
- Companies are looking for ways to lower there job search cost (ie Monster versus LinkedIn)

Internet Job Search

Quick word on LinkedIn and other sites

- Do not get overwhelmed. Use the other Job Boards and Social Networking sites as billboards.
- Pick one main site for all your contacts, professional information and connections. My choice is LinkedIn. It serves all three very well. I do ask a network contact to join me on – LinkedIn, Facebook, MySpace, Plaxo, Spoke, etc...
- Pick one site (LinkedIn) use the other sites to help people find you and then direct them to LinkedIn.
- Control your space.



Networking - Join a Group

Networking

Network Groups

Network groups are an essential component of your search (and most are FREE). They provide an opportunity to get out of the house, provide support, offer exchange of ideas and best of all networking ---- and count as a Job Search for the TWC (make sure you sign in at the meetings and write down the moderators name)

Dallas/Ft Worth has numerous groups. Go to one, learn about others.

- www.careerdfw.org - great site with online calendar of most every network meeting in DFW
- www.careerconnection.com - oldest newtork group in Dallas (\$10/month dues)
- <http://www.jfsdallas.org/career-employment.asp>
- www.nationalcareerfairs.com

Networking groups are great. However, be careful and do not become a networking groupie. Keep a your priorities straight – BALANCE and PRIORITIES are key

Yahoo Groups

An excellent benefit of most networking groups. The various Yahoo groups provide members the opportunity to post files and share job leads with one another – most jobs are not even posted.

(TIP: you need a yahoo email for just these groups – you can get anywhere from 50 to >100 emails a day. It is best to select daily digest to keep your email under control).

Business Cards

Before you embark on your network meetings get business cards made.

- www.vistaprint.com (250 free cards, you pay shipping)

Have your name, job position/title your interested in, phone, email, linkedin url. Make sure they are easy read and not on glossy paper – ink smudges on glossy paper and people can not take notes on your card.

Resumes

- Everyone has one.....

Resumes

Resume Writing

Do not pay to have one written! Use one of the resume writing resources from the networking groups like careerdfw.org.

- Dirk Spencer (look him up on LinkedIn – EXCELLENT. He gives free seminars)
- Career Transition Workshop (lots of recruiters, ideas and resume reviews)

My Tips

For what they are worth (I am still looking for a job too).

- If using Office (Word) 2007 – downsave your resume to Office 2003 or 2002. Not everyone has Office 2007 and this can cause problems when trying to open or print your resume.
- Remove Number of Years of Experience
- Remove graduation date
- Remove address
- Put phone and email at the upper right corner
- First section should be;
 - Career Summary (2-3 sentences highlighting your xx year career)
 - Career Highlights (4-5 proof point bullets)
 - Skill Summary (6-12 Skill words relevant to your job search)

Then you can customize these three to match the job you apply for very easily.

- If looking for at a smaller size company – include RANGE.
 - I sold from \$1m to \$1b in revenue
 - I manage teams ranging from 2 people to 100 people
 - I manage budgets from \$100k to \$100m
- Avoid KOD (Kiss of Death) words. These are words that will get your resume omitted on the job boards or screened out by the recruiters. Learn them and avoid them. Dirk Spencer has a list and you can find similar ones on Google. Nobody is hiring a “Seasoned Professional” anything.

LinkedIn

- Get your contact information out there

LinkedIn

LinkedIn is a very-very easy to use. However, the awesome power of this tool is often overlooked.

1)Get your contact information on LinkedIn (Phone number and email a must)

Few people put there email and phone number on their summaries – without doing this your email is very hard to uncover.

2)Fill in the PERSONAL SETTINGS and CONTACT SETTINGS at the bottom of your profile. If you do not your email is hidden. The PERSONAL SETTINGS also populate your V-CARD with the same information

3)Update DAILY – this will keep your name at the top of the PEOPLE SEARCH. Especially helpful if you have a common name.

4)Use LinkedIn applications to further embellish your site: books read, what you are doing, linking presentations or documents.

5)VERY IMPORTANT!!!!

Make sure that your TITLE is used and used frequently through out your profile. If you are in Project Management – use the words PROJECT, MANAGEMENT and PROJECT MANAGEMENT through out your profile (this is key word density).

Here is the test. On your profile, upper right corner, to the right of the search button is the word <ADVANCED>. Select this and you will go to the advanced search engine. In the TITLE field type in the title you use on linked in, press search. See how many pages it takes to find you – if you can be found at all. This is how the recruiters use linked in. If you are not on page 1 or 2 then select a person who is. Look at how many times there title key words are found. Change this and you will be page 1.

(Note: The more jobs you have had with that job title rates higher than just key words.)

LinkedIn Applications:

LI has a number of neat add-in applications you can select from on your Profile page – like Box.net. Box.net lets you attached documents to your profile for download (ie resume). Other applications can be found at the bottom of your linkedin page – look for the word TOOLS (there is a list)

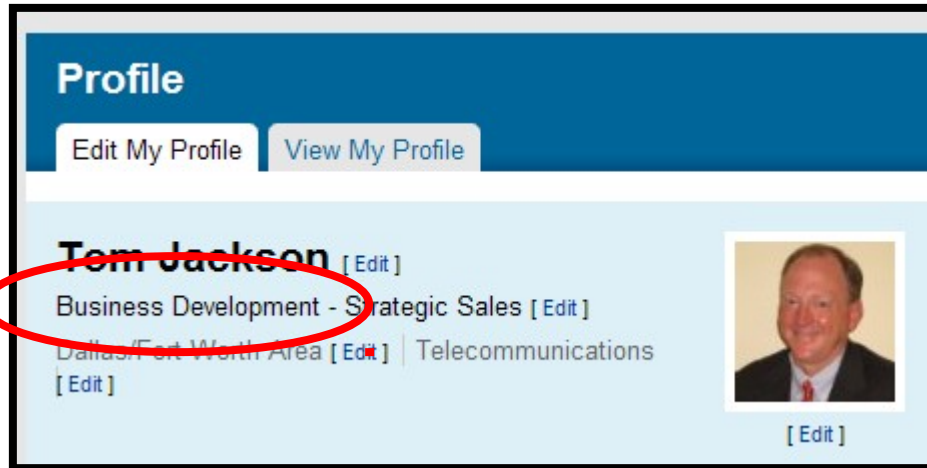
-http://www.linkedin.com/signature?display=&trk=sig_want&memberId=9321442&trk= (LI has a page to create neat email signature lines with graphics that provide hyperlinks back to your LI profile)

LinkedIn (cont.)

LinkedIn Tips – You are #1

First jot down the title(s) you are using (ie Business Development)

Then Click on the <Advanced> hyperlink



LinkedIn (cont.)

LinkedIn Tips

This is the main LinkedIn search page. Now you can play recruiter. Type in the title of the job you are hiring for (ie business development)

The image shows the LinkedIn 'Advanced Search' interface. At the top, there is a blue header with 'People' on the left and 'Saved Searches' on the right. Below the header, the title 'Advanced Search' is on the left, and a tip 'Tip: Get Search tips & shortcuts in our Learning Center.' is on the right. There are two tabs: 'People Search' (selected) and 'Reference Search'. The search fields are arranged in two columns. The left column includes 'Keywords:', 'Location:' (set to 'Anywhere'), 'Title:' (with 'business development' entered and circled in red), 'Company:', and 'School:'. The right column includes 'First Name:', 'Last Name:', 'Industry:' (with a list of industries including Accounting, Airlines/Aviation, Alternative Dispute Resolution, Alternative Medicine, and Animation), and 'Groups:' (with a list of groups including Blue: The DallasBlue Business Network and Executive Suite). Each field has a dropdown menu for 'Current & past'.

LinkedIn (cont.)

LinkedIn Tips

You will now see up to 10 pages of profiles. The ranking is based on key word density of the title search term. In this case 'Business Development'. If you are the recruiter are going to call (assuming your phone number is in your profile) the first five profiles that show up – or – screen the 541,385 results. No you will call Tom Jackson first.

Note: the same logic applies to the 'Keyword' section of the search. Make sure you narrow your keywords down to six or eight and not twenty or thirty. The game is density of keywords not presences of keywords.

The screenshot shows the LinkedIn search interface. At the top, there's a blue header with 'People' on the left and 'Saved Searches' on the right. Below the header is a light blue banner with an information icon and the text: 'Looking for Business Development candidates? Post your Business Development job on LinkedIn.' To the right of this banner is a close button (X).

Below the banner, the search results are displayed. The main heading is '541,385 results for business development' with a link to 'Save this search'. To the right of this heading is a link for 'T-Mobile Official Site - Web Exclusive Offers'.

Below the heading, there are two dropdown menus: 'Sort by: Relevance' and 'View: Basic'.

The search results list two profiles:

- Tom Jackson** (YOU): Business Development - Strategic Sales, Dallas/Fort Worth Area | Telecommunications
- Marc D. Glomb** (2nd): Principal Consultant at Cassie Associates, San Francisco Bay Area | Telecommunications. In Common: 1 shared connection, 2 shared groups.

On the right side of the search results, there is a 'Modify Your Search' box with the following fields:

- Keywords:
- First Name:
- Last Name:
- Title:

LinkedIn (cont.)

LinkedIn Tips

To see how a person is ranking so high in the search click on their profile and the Title of Keywords you entered will be highlighted in yellow. Below is just the summary section of my profile and note the keyword density.



The image shows a screenshot of a LinkedIn profile summary. At the top, it says "Public Profile" and provides a URL: <http://www.linkedin.com/in/thomasjacksonjr>. Below this is the "Summary" section. The text describes the user as a "Strategic Sales and Business Development executive with a global record of improving sales, revenues and customer satisfaction on a global scale. Experienced in commercial and consumer accounts ranging from \$10 million to over \$100 billion. Managed increasing revenues through new opportunities, sales strategies and strategic planning." Below the paragraph is a bulleted list of achievements and goals, with the word "business" highlighted in yellow in several items. At the bottom, it lists "Targeted Strategic Industries: Technology, Hi-Tech, Software, Telecom, Services, Manufacturing, Distribution, Channels, Consumer Electronics, Commercial Products, Defense. Ranging from start ups to global corporations."

Public Profile <http://www.linkedin.com/in/thomasjacksonjr>

Summary

Strategic Sales and **Business Development** executive with a global record of improving sales, revenues and customer satisfaction on a global scale. Experienced in commercial and consumer accounts ranging from \$10 million to over \$100 billion. Managed increasing revenues through new opportunities, sales strategies and strategic planning.

- Increase new **business** sales revenues
- Identify **business development** opportunities
- Develop strategic **business** partnerships
- Cost reduce **business** operations
- Target strategic global **business** opportunities
- Create strategic **business** plans and markets
- Improve sales operational efficiency
- Improve **Business** Top Line growth
- Drive **Business** Bottom line revenues
- Develop strategic sales strategies

Targeted Strategic Industries:
Technology, Hi-Tech, Software, Telecom, Services, Manufacturing,
Distribution, Channels, Consumer Electronics, Commercial Products,
Defense. Ranging from start ups to global corporations.

Job Boards

- Digital “Trot line”

Job Boards

Job Boards

There are numerous job boards out there. Pick wisely, talk to friends about which ones they use and if there are job boards for your specific industry. Keep in mind that to be effective you must update these job boards at least once a week. Recruiters do not search for all Project Manager resumes in Monster. They search for all Project Manager resumes posted in the last week (first off they would get millions of resumes and secondly you may have found a job in the last three weeks).

Job boards are like a trot-line. You set lots of hooks with bait in a good area and then leave them alone. After a week go back and re-bait.

Here are some that I use.

- www.indeed.com this is a job board aggregator that pulls in jobs from all other sites – very good!
- www.simplyhired.com this is another site aggregator
- www.monster.com
- www.careerbuilder.com
- www.jobfox.com
- www.dice.com
- www.hotjobs.com
- www.jobing.com
- www.6figures.com
- etc.

Pay Sites

I have only heard mixed reviews/results from friends that post to pay sites (ie Ladders). Keep in mind aggregation sites like Indeed.com will pull jobs from Ladders.com (some – not all their postings) and you can still apply – why pay.

Job Boards

Job Boards

Do not forget Craigslist. Sell your car – sell your self.

<http://dallas.craigslist.org/ftw/>

craigslist fort worth dal ftw mdf ndf sdf

community
activities lost+found
artists musicians
childcare local news
general politics
groups rideshare
pets volunteers
events classes

housing
apts / housing
rooms / shared
sublets / temporary
housing wanted
housing swap
vacation rentals
parking / storage
office / commercial
real estate for sale

jobs
accounting+finance
admin / office
arch / engineering
art / media / design
biotech / science
business / mgmt
customer service
education
food / bev / hosp
general labor
government
human resources
internet engineers
legal / paralegal
manufacturing
marketing / pr / ad
medical / health
nonprofit sector
real estate
retail / wholesale
sales / biz dev
salon / spa / fitness
security
skilled trade / craft
software / qa / dba
systems / network
technical support
transport
tv / film / video
web / info design
writing / editing
[ETC] [part time]

personals
strictly platonic
women seek women
women seeking men
men seeking women
men seeking men
misc romance
casual encounters
missed connections
rants and raves

for sale
barter arts+crafts
bikes auto parts
boats baby+kids
books cars+trucks
business cds/dvd/vhs
computer clothes+acc
free collectibles
furniture electronics
general farm+garden
jewelry games+toys
material garage sale
rvs household
sporting motorcycles
tickets music instr
tools photo+video
wanted

services
beauty automotive
computer household
creative labor/move
event skill'd trade
financial real estate
legal sm biz ads
lessons therapeutic
adult travel/vac
write/ed/tr8

gigs
computer event
creative labor
crew writing
domestic
adult

resumes

us cities
atlanta
austin
boston
chicago
dallas
denver
houston
las vegas
los angeles
miami
minneapolis
new york
orange co
philadelphia
phoenix
portland
raleigh
sacramento
san diego
seattle
sf bayarea
wash dc
more ...

us states
alabama
alaska
arizona
arkansas
california
colorado
connecticut
dc
delaware
florida
georgia
guam
hawaii
idaho
illinois
indiana
iowa
kansas
kentucky
louisiana
maine
maryland
mass
michigan
minnesota
mississippi
missouri
montana
n carolina
n hampshire
nebraska
nevada
new jersey
new mexico
new york
north dakota
ohio
oklahoma
oregon
pennsylvania
puerto rico
rhode island
s carolina
south dakota
tennessee
texas
utah
vermont
virginia
washington
west virginia
wisconsin
wyoming

countries
argentina
australia
austria
bangladesh
belgium
brazil
canada
caribbean
chile
china
colombia
costa rica
czech repub
denmark
egypt
finland
france
germany
great britain
greece
hungary
india
indonesia
ireland
israel
italy
japan
jamaica
lebanon
malaysia
mexico
micronesia
netherlands
new zealand
norway
pakistan
panama
peru
philippines
poland
portugal
russia
singapore
south africa
spain
sweden
switzerland
taiwan
thailand
turkey
UAE
UK
US
venezuela
vietnam

event calendar

S	M	T	W	T	F	S
21	22	23	24	25	26	27
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18

avoid scams & fraud
personal safety tips
craigslist blog
craigslist factsheet
best-of-craigslist
job boards compared
craigslist movie & dvd
boot camp 2009
craigslist foundation
defend net neutrality
system status
terms of use privacy
about us help

Click here to use the improved job search function.

Job Boards

Top Job Titles - Key Words

Thanks to Monster Customer Service (June 2009) for the top 100 most searched Job Titles.

- | | | | |
|------------------------------|-------------------------|-----------------------|----------------------------|
| 1. Sales | 26. Engineer | 51. Retail | 76. Accounts receivable |
| 2. Recruiter | 27. Controller | 52. Legal secretary | 77. Senior accountant |
| 3. Administrative assistant | 28. Financial analyst | 53. Customer service | 78. Manufacturing |
| 4. Accountant | 29. Project manager | 54. Call center | 79. Sql |
| 5. Receptionist | 30. Marketing | 55. Outside sales | 80. Unix |
| 6. CPA | 31. C# | 56. Bookkeeper | 81. Architect |
| 7. Customer service | 32. .net | 57. Inside Sales | 82. HVAC |
| 8. Accounting | 33. Project manager | 58. Auditor | 83. Help desk |
| 9. Java | 34. J2EE | 59. Autocad | 84. Oracle DBA |
| 10. Mortgage | 35. Administrative | 60. Tax | 85. Clerical |
| 11. Manager | 36. Oracle | 61. Registered Nurse | 86. Purchasing |
| 12. Executive Assistant | 37. Construction | 62. Buyer | 87. Bilingual |
| 13. Human Resources | 38. Warehouse | 63. C | 88. help desk |
| 14. Pharmacist | 39. Inside sales | 64. Spanish | 89. Analyst |
| 15. Accounts Payable | 40. Business analyst | 65. Japanese | 90. accounts payable |
| 16. Insurance | 41. Paralegal | 66. Underwriter | 91. Technical writer |
| 17. Payroll | 42. RN | 67. sales | 92. Pharmaceutical |
| 18. Staff accountant | 43. Financial analyst | 68. Account executive | 93. Loan processor |
| 19. Administrative assistant | 44. Data entry | 69. Technical writer | 94. Occupational therapist |
| 20. Physical therapist | 45. Nurse | 70. Medical | 95. Qa |
| 21. Outside sales | 46. Peoplesoft | 71. Cnc | 96. Pharmaceutical sales |
| 22. SAP | 47. Restaurant Manager | 72. Finance | 97. Real Estate |
| 23. business analyst | 48. Loan officer | 73. Staff accountant | 98. Maintenance |
| 24. Collections | 49. Staffing | 74. Civil engineer | 99. Human Resources |
| 25. Audit | 50. executive assistant | 75. Telemarketing | 100. Entry Level |

Job Boards

Weak Key Words

Generic overused terms....

- **Implementation** - My all-time least favorite word. It's a favorite of senators and others who make their living by not speaking clearly. Try saying "roll-out" or "set-up" instead.
- **Utilization** - Have you ever heard anyone use this word in a conversation, ever? Neither have I. Never "utilize" what you can simply "use."
- **Impact (used as a verb)** - Wisdom teeth are impacted. And I suppose meteorites can "impact" the moon. But in your resume and cover letter, use the verb "affect."
- **Impactful (allegedly an adjective)** - "Illiterate" is the image this word conveys. Say "high-impact" (better) or "effective" (best).
- **Facilitate** - Don't "facilitate" a meeting; "help lead" or "conduct" it instead.
- **Deliverables** - I'm pretty sure this term refers to "products" or "finished goods." But I could be wrong.
- **Interface** - I think it was Isaac Asimov who said: "When I'm interfacing with a woman, I'm kissing her, by God." This word can be the kiss of death to clarity. Instead of "interfacing" with people, "work" with them.

Job Boards

Bad Words

Dirk Spencer's least favorite terms

FLUFF FILLED PHRASES (*We never search on these Phrases*)

Results-Oriented : What results determine your orientation?

Proven Leader : Then lead yourself to a new job already, why aren't we following you?

Strong Interpersonal Skills : Too bad you cannot write a resume that reflects those traits

Hands-on Technician: Is there any other kind, the hand-off ones don't get much done

Seasoned Professional: I can smell the Old-Spice © and overdone baby powder already

10, 20, 25, 30, 35 Years of Experience: Too expensive or too rigid to learn new ways

Strong-“Insert Word” Anything: Because the inverse or reverse (weak) is never recruited

JOB TITLES TO AVOID

Entrepreneur, Owner, Consultant or Variations on this Theme: Maverick, Rule Breaker, Does Not Take Direction Well, Loner, Side business will always draw your energy or be a distraction, not an enhancer Does not work well with others, not a team player, not their scale

Operator: Night owl who might not be around long

Franchisee : In-debt and under someone else's thumb when things get busy

Head Bottle Washer and CEO: Humor indicates a lack of seriousness or hides authority issues

Principal: Use ONLY if you were a principal with the one of the big 5, 4, 3 firms

HONEST IS GOOD - BEING VULNERABLE IS BAD

Self-Taught: No one wanted to show you, you cannot handle a classroom, you are not serious

Recent Death in the Family Forced Me to Start My Own Company: Too much information, potential drama queen (or king) in the making

Married, Three Kids, Wife's name is Mary, Agnes, Joan... : This is about them, not you and your lovely family

Hobbies: Irrelevant to THEM, THEIR need, unless it is in their industry

Job Boards

Best Resume Action Words

Action words that help enhance your resume. Good news is there are more good words than bad.

-<http://www.seekingsuccess.com/articles/art110.php>

-http://www.resume-help.org/resume_action_words.htm

Communication	Management	Teaching & Helping	Financial	Technical	Creative
<input type="checkbox"/> Arranged <input type="checkbox"/> Authored <input type="checkbox"/> Collaborated <input type="checkbox"/> Communicated <input type="checkbox"/> Consulted <input type="checkbox"/> Contacted <input type="checkbox"/> Corresponded <input type="checkbox"/> Debated <input type="checkbox"/> Defined <input type="checkbox"/> Discussed <input type="checkbox"/> Drafted <input type="checkbox"/> Edited <input type="checkbox"/> Explained <input type="checkbox"/> Interacted <input type="checkbox"/> Interpreted <input type="checkbox"/> Interviewed <input type="checkbox"/> Joined <input type="checkbox"/> Listened <input type="checkbox"/> Marketed <input type="checkbox"/> Mediated <input type="checkbox"/> Moderated <input type="checkbox"/> Negotiated <input type="checkbox"/> Observed <input type="checkbox"/> Participated <input type="checkbox"/> Persuaded <input type="checkbox"/> Presented <input type="checkbox"/> Publicized <input type="checkbox"/> Reported <input type="checkbox"/> Responded <input type="checkbox"/> Translated <input type="checkbox"/> Wrote <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> Administered <input type="checkbox"/> Analyzed <input type="checkbox"/> Appointed <input type="checkbox"/> Approved <input type="checkbox"/> Assigned <input type="checkbox"/> Attained <input type="checkbox"/> Authorized <input type="checkbox"/> Chaired <input type="checkbox"/> Coordinated <input type="checkbox"/> Decided <input type="checkbox"/> Delegated <input type="checkbox"/> Directed <input type="checkbox"/> Established <input type="checkbox"/> Executed <input type="checkbox"/> Led <input type="checkbox"/> Managed <input type="checkbox"/> Motivated <input type="checkbox"/> Organized <input type="checkbox"/> Oversaw <input type="checkbox"/> Planned <input type="checkbox"/> Prioritized <input type="checkbox"/> Reviewed <input type="checkbox"/> Scheduled <input type="checkbox"/> Supervised <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> Advised <input type="checkbox"/> Aided <input type="checkbox"/> Answered <input type="checkbox"/> Assisted <input type="checkbox"/> Clarified <input type="checkbox"/> Coached <input type="checkbox"/> Contributed <input type="checkbox"/> Demonstrated <input type="checkbox"/> Educated <input type="checkbox"/> Encouraged <input type="checkbox"/> Evaluated <input type="checkbox"/> Explained <input type="checkbox"/> Facilitated <input type="checkbox"/> Guided <input type="checkbox"/> Helped <input type="checkbox"/> Individualized <input type="checkbox"/> Informed <input type="checkbox"/> Instilled <input type="checkbox"/> Instructed <input type="checkbox"/> Motivated <input type="checkbox"/> Persuaded <input type="checkbox"/> Resolved <input type="checkbox"/> Simplified <input type="checkbox"/> Supported <input type="checkbox"/> Taught <input type="checkbox"/> Trained <input type="checkbox"/> Tutored <input type="checkbox"/> Volunteered <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> Administered <input type="checkbox"/> Adjusted <input type="checkbox"/> Allocated <input type="checkbox"/> Analyzed <input type="checkbox"/> Appraised <input type="checkbox"/> Audited <input type="checkbox"/> Balanced <input type="checkbox"/> Budgeted <input type="checkbox"/> Calculated <input type="checkbox"/> Estimated <input type="checkbox"/> Forecasted <input type="checkbox"/> Netted <input type="checkbox"/> Projected <input type="checkbox"/> Qualified <input type="checkbox"/> Reconciled <input type="checkbox"/> Reduced <input type="checkbox"/> Clerical <input type="checkbox"/> Arranged <input type="checkbox"/> Catalogued <input type="checkbox"/> Classified <input type="checkbox"/> Collected <input type="checkbox"/> Compiled <input type="checkbox"/> Filed <input type="checkbox"/> Organized <input type="checkbox"/> Prepared <input type="checkbox"/> Processed <input type="checkbox"/> Recorded <input type="checkbox"/> Scheduled <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> Adapted <input type="checkbox"/> Applied <input type="checkbox"/> Assembled <input type="checkbox"/> Built <input type="checkbox"/> Computed <input type="checkbox"/> Debugged <input type="checkbox"/> Designed <input type="checkbox"/> Developed <input type="checkbox"/> Engineered <input type="checkbox"/> Installed <input type="checkbox"/> Maintained <input type="checkbox"/> Operated <input type="checkbox"/> Programmed <input type="checkbox"/> Remodelled <input type="checkbox"/> Solved <input type="checkbox"/> Standardized <input type="checkbox"/> Upgraded <input type="checkbox"/> Research <input type="checkbox"/> Analyzed <input type="checkbox"/> Collected <input type="checkbox"/> Compared <input type="checkbox"/> Conducted <input type="checkbox"/> Criticized <input type="checkbox"/> Detected <input type="checkbox"/> Determined <input type="checkbox"/> Diagnosed <input type="checkbox"/> Evaluated <input type="checkbox"/> Examined <input type="checkbox"/> Experimented <input type="checkbox"/> Formulated <input type="checkbox"/> Gathered <input type="checkbox"/> Inspected <input type="checkbox"/> Invented <input type="checkbox"/> Measured <input type="checkbox"/> Searched <input type="checkbox"/> Tested <input type="checkbox"/>	<input type="checkbox"/> Acted <input type="checkbox"/> Composed <input type="checkbox"/> Created <input type="checkbox"/> Customized <input type="checkbox"/> Designed <input type="checkbox"/> Developed <input type="checkbox"/> Directed <input type="checkbox"/> Established <input type="checkbox"/> Fashioned <input type="checkbox"/> Founded <input type="checkbox"/> Illustrated <input type="checkbox"/> Invented <input type="checkbox"/> Modeled <input type="checkbox"/> Originated <input type="checkbox"/> Performed <input type="checkbox"/> Shaped <input type="checkbox"/> Solved <input type="checkbox"/> Your Action Words <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Job Boards

Weak Key Words

Thanks to Monster Customer Service (June 2009) for the top 100 most searched Job Titles.

- **Implementation** - My all-time least favorite word. It's a favorite of senators and others who make their living by not speaking clearly. Try saying "roll-out" or "set-up" instead.
- **Utilization** - Have you ever heard anyone use this word in a conversation, ever? Neither have I. Never "utilize" what you can simply "use."
- **Impact (used as a verb)** - Wisdom teeth are impacted. And I suppose meteorites can "impact" the moon. But in your resume and cover letter, use the verb "affect."
- **Impactful (allegedly an adjective)** - "Illiterate" is the image this word conveys. Say "high-impact" (better) or "effective" (best).
- **Facilitate** - Don't "facilitate" a meeting; "help lead" or "conduct" it instead.
- **Deliverables** - I'm pretty sure this term refers to "products" or "finished goods." But I could be wrong.
- **Interface** - I think it was Isaac Asimov who said: "When I'm interfacing with a woman, I'm kissing her, by God." This word can be the kiss of death to clarity. Instead of "interfacing" with people, "work" with them.

Researching

- Who, What, When, Where of Company X

Researching Companies

Where to get information

Before you look at a company, submit a resume to a company, call a company or interview with a company. Find out something about that company. Why find out something (other than they have a job posting)?

- Learn about their products, new products, press releases, management changes, industry events – this will help you in phone calls, interviews and maybe even pick up on a management name or two you should call.

- Learn about their competitors – who they are, what they do and how you can help the company

Some of the best ways are obvious: Company web page or Google.

- Most importantly it shows you are genuinely interested and it shows during an interview – it makes it much easier to have a list of questions

Some ways may not be so obvious such as: **RSS feeds, Dunn&Bradstreet, ReferenceUSA....**

- For RSS feeds I like **FeedDemon**, **Google** has one as well – there are many other. RSS (really simple syndication) are news aggregators. Saving you the time of search the whole world wide web. You list the companies and topics of interest the RSS engines do the rest.

- ReferenceUSA is a great free tool. It has every company in the USA and tons of information (ie sales, revenues and contact names number, etc) ***following slides will cover this***

Researching Companies

McKINNEY TEXAS
Unique by nature.

search Go

Library Home

- >Welcome
- Children's Programs
- General Information
- Long Range Plan
- About the Library
- Calendar
- Forms

About the Library

Agendas

Catalog Online

Admin Area

Databases available at the library from home or office.
Call the library at 972.547.7323 to obtain the password for remote access.

[Auto Repair Reference Center](#) [\[more information\]](#)

[Dallas Morning News - Historical Archives](#) [\[more information\]](#)

[Gale Virtual Reference Library](#) [\[more information\]](#)

[Salem Health](#) [\[more information\]](#)

[Salem History](#) [\[more information\]](#)

[Testing & Education](#) [\[more information\]](#)

[Tex Share](#) [\[more information\]](#)

[US Gen Web Project](#) [\[more information\]](#)

[Texas Legal Forms \(from Thomson Gale LegalForms\)](#) [\[more information\]](#)

Databases only available at the library.

[Ancestry.com](#) [\[more information\]](#)

[More Science Projects for All Students](#) [\[more information\]](#)

Reference USA [\[more information\]](#)

[Rosetta Stone](#) [\[more information\]](#)

To date I have found that when logging into Reference USA at a Library – it will take you to the D&B Million Dollar Database. In some situations it even references D&B instead of Reference USA. In short you want to be using D&B's database

 The Million Dollar Database

Company Name Phone Number SIC Code

City State (US/Canada)

[Advanced Search >>](#)

Researching Companies



The Million Dollar Database

Until you know the name(s) of the companies you are looking for – go to the “Advanced Search” tab

The items in blue are searchable. I typically select MSA (encompasses more area than zip or area codes) and use NAICS codes.

Company Name Phone Number SIC Code

City State (US/Canada)
Select a state

Run Search Advanced Search >>

[Back to Basic Search](#)

Use search fields below by clicking field name and then entering your criteria. From there, hit **Add to Criteria** button to return to this page and choose another field.

Company Criteria

- [Company Name](#)
- [Parent Company Name](#)
- [Location Type](#)
- [Subsidiary Status](#)
- [Stock Ticker](#)
- [D-U-N-S® Number](#)
- [D&B® Prescreen Score](#)
- [Import/Export](#)
- [Public/Private](#)
- [Owns/Rents](#)
- [New Listing](#)
- [Year Established](#)
- [Bank Name](#)
- [Accountant Name](#)
- [Minority Owned](#)
- [Women Owned](#)

Location Criteria **TIP**

- [Continent](#)
- [Country](#)
- [State/Region](#)
- [City](#)
- [County](#)
- [MSA \(Metro Area\)](#)
- [Area Code](#)
- [ZIP Code](#)

Industry Criteria

- [SIC Code](#)
- [NAICS Code](#)
- [Product Category](#)
- [Line of Business](#)
- [Mfg Indicator](#)

Size Criteria

- [Employment/Sales](#)
- [Employment Trend](#)
- [Plant/Facility Size](#)
- [Student Enrollment](#)

Contact Criteria

- [Job Function](#)
- [Job Title](#)
- [Executive Name](#)
- [Executive Biographies](#)
- [Fax Number](#)
- [Phone Number](#)
- [Toll-Free Number](#)
- [Web Address](#)

Current Search Criteria

Company

All

Location

All

Industry

All

Size

All

Contact

All

Click Individual Criteria to Remove from Current Search

[Run Search](#)

Clear Current Search

Researching Companies

When you select “NAICIS” codes from the Advanced Search window a listing all NAICS codes is displayed. You can click on any text in blue and it will expand to the next level (more refined) until you see text in black (that is the lowest level of detail for that category). You can select any number of NAICS codes.

Note: the higher the level you click (ex: NAICS codes that 3-digits) the more results you get

- Manufacturing
 - [311: Food Manufacturing](#)
 - [312: Beverage & Tobacco Product Manufacturing](#)
 - [313: Textile Mills](#)
 - [314: Textile Product Mills](#)
 - [315: Apparel Manufacturing](#)
 - [316: Leather & Allied Product Manufacturing](#)
 - [321: Wood Product Manufacturing](#)
 - [322: Paper Manufacturing](#)
 - [323: Printing & Related Support Activities](#)
 - [324: Petroleum & Coal Products Manufacturing](#)
 - [325: Chemical Manufacturing](#)
 - [326: Plastics & Rubber Products Manufacturing](#)
 - [327: Nonmetallic Mineral Product Manufacturing](#)
 - [331: Primary Metal Manufacturing](#)
 - [332: Fabricated Metal Product Manufacturing](#)
 - [333: Machinery Manufacturing](#)
 - [334: Computer & Electronic Product Manufacturing](#)
 - [3341: Computer & Peripheral Equipment Manufacturing](#)
 - [33411: Computer & Peripheral Equipment Manufacturing](#)
 - [3342: Communications Equipment Manufacturing](#)
 - [33421: Telephone Apparatus Manufacturing](#)
 - [334210: Telephone Apparatus Manufacturing](#)
 - [33422: Radio & Television Broadcasting & Wireless Communications Equipment Manufacturing](#)
 - [334220: Radio & Television Broadcasting & Wireless Communications Equipment Manufacturing](#)
 - [33429: Other Communications Equipment Manufacturing](#)
 - [334290: Other Communications Equipment Manufacturing](#)

Researching Companies

Records Found 65

[Back to Search](#) | [Print](#) | [Change View](#)

[Download Records](#)

- Range (up to 100)
- Checked Records (0)

Sort ① Sales Amount and ② Select Column

< Prev | Results 1-30 | Next >

Jump to Result # Go

Build Files

Company Name	SIC	City	State	Country	Location	Sales	Emp.
<input type="checkbox"/> 1: Raytheon E-Systems Inc	3663	Dallas	TX	USA	Headquarters	\$6,153,000,000	5
<input type="checkbox"/> 2: Nokia Holding Inc	5045	Irving	TX	USA	Headquarters	\$1,561,100,000	7
<input type="checkbox"/> 3: Fujitsu Network Communications	3661	Richardson	TX	USA	Headquarters	\$800,000,000	1,000
<input type="checkbox"/> 4: Ericsson Holding II Inc	3663	Plano	TX	USA	Headquarters	\$707,400,000	2
<input type="checkbox"/> 5: Ericsson Inc	3663	Plano	TX	USA	Headquarters	\$683,600,000	1,500
<input type="checkbox"/> 6: Nokia Inc	3663	Irving	TX	USA	Headquarters	\$256,300,000	975
<input type="checkbox"/> 7: Efohnson Technologies Inc	3663	Irving	TX	USA	Headquarters	\$154,610,000	42
<input type="checkbox"/> 8: Andrew Corp	5063	Richardson	TX	USA	Branch	\$141,631,875	225

This is what a typical search result looks like. Remember, this is only a limited amount of data per company – the reports contain much more data. To download click the “Build Files” the output is .CSV (excel format)

Note: You are typically limited to downloading only 50 companies at a time. This means if the search results are 150 companies it will take you 3 downloads at 50 companies each to get all 150.

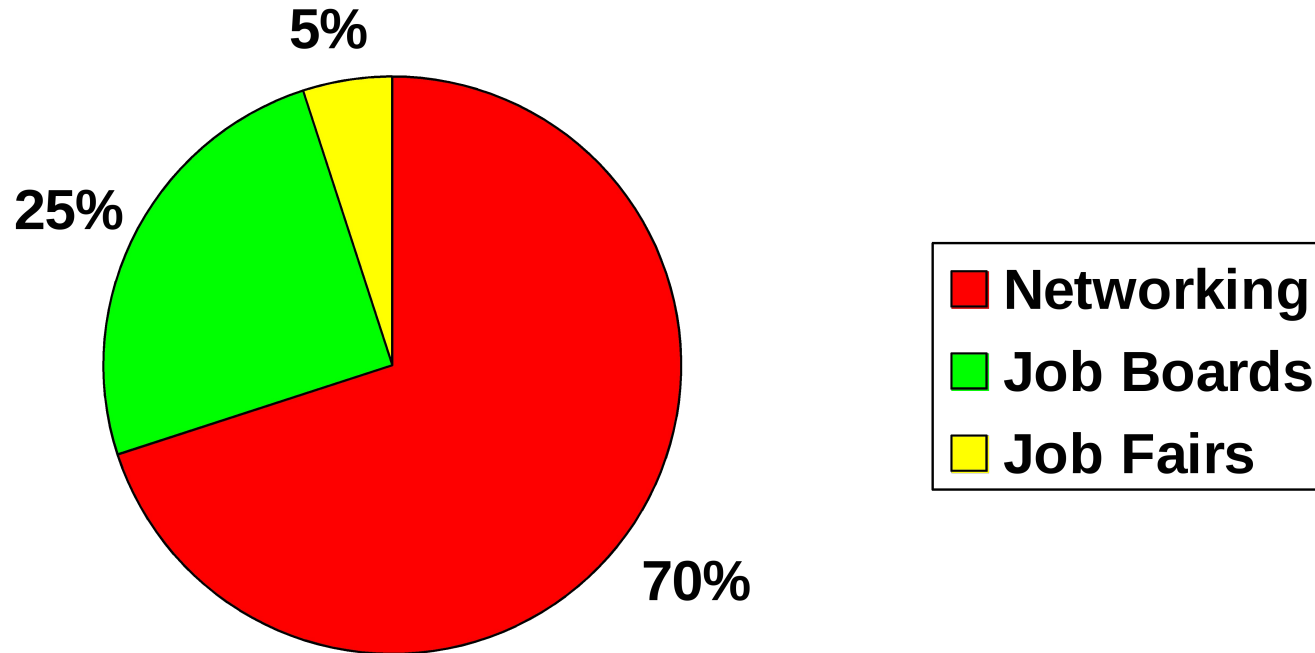
Making the Call

- The Phone feels like it weighs 500lbs



Calling

Where the Jobs Are



Why is Networking so Powerful?

- **60% to 70% of all jobs are not posted**
 - **This excludes Job Boards and Job Fairs**
(hint: over half of these are from social networking sites)
- **70%+ are found through what type of networking?**
 - **Asking friends, neighbors, family: 33%**
 - **Knocking on company doors: 47%**
 - **Calling companies: 69%**
 - **Hunting in packs (Network Groups): 84%**

Calling

- **Caller reluctance is Natural**
- **Warm Call vs. Cold Call**
- **Expect Conditioned Resistance**

Calling

Caller reluctance is Natural

- **Good sales people 'developed' the ability to make calls.**
- **People do not like calling 'strangers' asking for something**
- **People fear rejection**
- **People hesitate at lack of control**

Calling

Warm Call v Cold Call

- **Good sales people never make a Cold Call.**
- **Warm Calls help reduce caller reluctance**
 - **Know the company(s)**
(hint: Target Company list)
 - **Contact name**
(hint: LinkedIn)
 - **Introduction**
 - **Common Background**
(hint: LinkedIn)
- **Hot Calls are ideal**
 - **Someone calls on your behalf and makes the introduction.**

Calling

Expect Conditioned Resistance

- Good sales people never sell.
- Good sales people get rejected. *“No is when the selling starts”*
- People “turn off” at the first sign of a “Hard Sell”
- When calling “Soft Sell”
 - DO NOT ASK FOR THE JOB or to send a resume
 - Ask for Help. People are conditioned to help/share
 - Informational call.
- If you get resistances do not fight – thank them.
- There is no single script. All calls are situational and you must adjust.

Calling

Call Prep

- Have your scripts.
 - 1) If they answer
 - 2) If you roll to voice mail (phones today trap your number)
- Have company notes and how your background outlined.
- Do this the day before – you want to be natural not rehearsed
- Remove your desk clutter, have pen and paper handy, cell phone on vibrate in a quiet room. No distractions.
- You are in TRANSITION, not “out of work”

(hint: use a calling tree or call blueprint)

Calling

Calling Tips

- Smile even though you are on the phone.
- Greet everyone by name and with your name
- Call before 9am and after 5pm to avoid “gatekeepers”
- Do not call on Mondays, call on Thursdays or Fridays.
- Know what you are going to say. *“Facts tell, stories sell”*
- Do not speak when there is silence on the phone (3ms of phone silence feels like 5 minutes)
- **KEEP YOUR CALL BRIEF!!!**
- Send a Thank You Card!

Calling

Networking

- **Number one fear of mankind is Public Speaking.**
- **Gain confidence: volunteer to speak on a topic, work that 30sec commercial, stand to ask a question in a network environment.**
- **Always be the first to introduce yourself to a stranger at a network meeting.**
- **Network with others from network groups. This is a great way to refine your “story”.**
- **Confidence is key**

Calling

Gatekeepers/Roadblocks: What not to say

If the gatekeeper wants to send you to HR, though, you have probably said something like the following:

“I am calling because I would like to send Mr. Smith my resume.”

“I am calling because I am doing some networking on my career campaign.”

“I am calling because I would like to talk to Mr. Smith about employment.”

Do not ask for a Job and Have your script!!!

Calling

Call- Introductions

Calling a Networking Contact - Someone You Know

I have stepped back and looked at my career for the past 6 months and I have determined a few industries I believe would be a good fit for me. They are _____, _____, and _____.

Do you know anyone in those industries I could talk with for a few minutes to get some mentoring as I continue to research these industries?

Calling a Networking Contact - Someone You Don't Know

Hi _____, this is _____ (use your full name, title and company you are with, if you can).

I am calling because I am confidentially researching two industries right now for a potential future career transition.

Would you be open to setting a 10 minute meeting during which I could garner your expertise on the _____ industry?

Calling

Calling

There is NO substitute for making a phone call!! An email is not a phone call - neither is a letter. You must call someone to engage in conversation. You can only begin to create a dialogue if you are conversing.

Four Approaches

1) The "Joe Smith suggested I call you" approach(with a referral)

"I was speaking with Joe Smith the other day and he suggested I contact you. I'm in the process of making some important career decisions and he felt you might be able to give me some valuable advice. My purpose in requesting a brief meeting with you isn't to ask for a position; I don't expect you to have or even know of an opening. My goal is to get some advice from you, and some insight into the marketplace."

2) The "we have something in common" approach (without a referral)

I found your name and contact information on the Career connection database I'm in the process of making some important career changes and felt you might be Able to give me some valuable advice. My purpose in requesting a brief meeting with you isn't to ask for a position; I don't expect you to have or even know of an opening. My goal is to get some advice from you, and some insight into the marketplace."

3) The "Changing Career Direction" approach (without a referral)

"I am in the process of making some important career decisions and I believe your Advice would be extremely helpful. I am trying to learn more about your industry or position to determine if it would be right for me. Your, insight and experience Could be very important as I make this decision. I would only need about 20 Minutes of your time. Might we set up a meeting for next Tuesday or Wednesday?"

4) The "Advice on my job search strategy" approach (without. referral)

"I am in the process of making a career change and hoped I might get an Opportunity to meet with you for about 20 minutes or so. My purpose in Requesting a brief meeting is not to ask you for a position; I don't expect you to Have or even know of any openings. I would like to share my strategy with you And hear any suggestion you might have. Is there a time that is convenient for you to meet with me next week?"

Ref: Dennis O'Hagan - CareerDFW

Calling

Calling – Overcoming Roadblocks

Front-loading your introduction to break the autopilot response

The Gatekeeper: Hello, Mr. Smith's office.

You: Hello, this is Mark Jackson from Ciley Corporation calling for Mr. Smith please.

The Gatekeeper: Um, who may I say is calling again, sorry?

You: Again, this is Mark Jackson from Ciley Corporation calling for Mr. Smith, please.

Getting past the Gatekeeper

You: Hi! This is ___ from ___, may I speak with Mr. Smith please?"

The Gatekeeper: "May I tell him what it is regarding?"

You: "It's regarding a project I am working on."

The Gatekeeper: "What kind of project?"

You: "A networking project."

Using articles to get past the Gatekeeper

The Gatekeeper: "Can I tell her what this is regarding?"

You: "Yes – It's regarding the new wind farm project in North Texas."

The Gatekeeper: "What about it?" (Only a small minority will push the envelope like this)

You: "I am working on a project and I would like to talk to her about it."

You see? And to add some rocket fuel to that, you would be wise to integrate something you saw or read into a compliment once you are talking to the contact:

You: "And by the way I was really impressed to read about your focus and dedication to research technologies."

Your Contact: "Oh, well thank you!"

Using Associations to get past the Gatekeeper

The Gatekeeper: "Can I tell him what this call is regarding?"

You: "Certainly. It's regarding the Texas Chapter of the Associated General Contractors."

You can even add: "I understand he is President and I am contacting him regarding membership and my relocation to the Chicago Area."

The Gatekeeper: "Okay! Hold on one moment, please..."

Calling

Calling – Overcoming Roadblocks

Negotiating possible roadblocks in a polite manner and ALWAYS use judgment.

"I don't have time to see you."

- I realize you are busy. That's why I am only asking for a few minutes.
- Would it be more convenient for you could we do this over the phone?

"Just send me your resume."

- I would be glad to; however, at this stage I am only looking for any information and advice you could give me that would help me direct my job search.

"I do not think I can be of any help to you."

- Joe Smith told me that you know a lot about _____
- I'm sure you know more than you give your self-credit for.
- I'm sure you know more then I do about _____

"Sorry we have no openings at present"

- I appreciate that, however, what I am currently looking for is information.

"I get a lot of calls from job seekers."

- I'm sure it's because of your knowledge and experience. That's why I'm only asking for a few minutes of your time.

"Let me transfer you to the head of recruiting."

- That would be very helpful, but would it be possible to spend a couple of minutes with you first to get some more specific advice and insight.

"I don't have any contacts to give you."

- What I am looking for at the moment is advice and information. Your Background and knowledge of the _____ field is what I'm really interested in at this time.

Calling

Voice Mail

Leaving a Message

"Hi Mr. Smith, this is Shane Beck from Hill Country Investments. It's Tuesday morning and I am calling because I am working on a project I would really like to garner your expertise on. I will be in the office all day today. My number is 212-555-1212. Thanks and I really look forward to speaking with you."

Leaving a second message

"Hi Mr. Smith, this is Shane Beck from Hill Country Investments. I reached out to you early last week but just wanted to leave another short message. It's Monday morning and I will be in the office all day today. My number is 212-555-1212. Thanks and once again, I really look forward to speaking with you."

Voice Mail

What NOT To Say on a Voice Mail message

Always be prepared to have a clear statement ready if the person you are calling does not answer and you go to voice mail. Do not hang up, you should always leave a voicemail. Remember that office phones have caller ID just like your cell phones. You do not want to have the “stalker phone number”.

"Hey Susan, it's Stan. I think you'll agree that I'm perfect for the Director job we discussed three weeks ago. When I spoke with your CEO at our Alumni Conference last week, he mentioned what a great background I had for the role. Please call me back – I'm ready to get started on Monday!"

Susan isn't going to call back. Why?

No last name! No phone number!

"I think you'll agree that I'm perfect for the Director job." This is presumptuous. And the purpose of this voicemail is not to "seal the deal" – that will be a live conversation. The purpose should be to provide a pleasant reminder of your candidacy.

" ... three weeks ago." And just getting around to following up now? How serious is this guy Stan?

"When I spoke with your CEO at our Alumni Conference ..." – the recipient is thinking: *great, you went to school with my boss. But this appeal to a higher authority is really very annoying. Are you vaguely threatening me? Implying you're going over my head?*

The recruiter or hiring manager is well aware of whether their boss is a meddling sort or not. If not, your bluff is called. If so, they'll wait to hear directly from the boss about you – your application is going to the "hold" pile for now.

"Please call me back – I'm ready to get started on Monday!" Being available is good, sounding desperate is not.

Voice Mail

Having a voice mail message strategy is just as important as having a strategy for when someone answers the phone.

"Hi Susan, it's Jim Ablebody. Just calling to let you know how excited I am about the opportunity there at the Springfield Nuclear Power Plant. As I mentioned last week, I've spent 15 years in nuclear safety, so I feel there could be a great fit. You can reach me back at 867-5309, and, again, it's ... Jim. Ablebody."

What's right here?

Jim gave his phone number and repeated his full name (slowly) twice. No need to replay the message to get his information.

Jim is upbeat – "how excited I am," "I feel there could be a great fit" – without being needy or pushy. "As I mentioned last week" – my advice on phone follow-up is: call one time per week for five weeks. That lets them know that you're consistently interested, without appearing desperate. And if you don't hear back after five weeks, it is time to move on.

"I've spent 15 years" – just a simple reminder, not an argument, for why you make sense for the job. It is a short, simple, polite message that brings Jim to the top of Susan's mind. That's good.

Jim doesn't try to close the deal or get the job during this voicemail. He realizes that you can't do that. What Jim does accomplish here is to increase the odds that the next time the job is discussed, his name will come up. And the next time his name comes up, it will be in a positive light. And that's the most you should hope for from a voicemail.. Trying for a bigger result is ultimately just going to set you back.

Calling

Call – Blueprint

Good way to keep organized and have only the facts you need for the call on 1-page in front of you.

CALL BLUEPRINT

Key Contact: _____

Purpose of Call:

What do I want to accomplish during this call?

What is the ONE thing I can say during the call that benefits my contact?

Interviewing
- You will have one.....

Interviewing

Interview Attire

This one is a pet peeve. Wear a dark SUIT and TIE – whenever meeting any person that can directly assist or has direct influence on your employment (ie Interviews of any kind – including recruiters). You are presenting yourself and defining your professional image. ENOUGH SAID!!

Interview Question Preparation

The best way to prep is practice. The best practice is to rehearse both types of interviews: Traditional (Informational) and Behavioral.

-Traditional: search on Google for “64 Toughest Interview Questions”.

-Behavioral: search on Google for ‘Behavioral’ and ‘SID Interviews’

Interview – your Job Stories

Job stories are critical!

In addition to being prepared to respond to the standard interview questions (ie tell me about yourself). An excellent tool is to respond to questions with a career story (please keep your stories short). Best way to prep is to type out your career stories. This is an excellent format.

- By Company/ By Job create 3-columns. The columns can be entitled; Situation, Actions, Results. The intent is to create as many SAR (situations actions results) as you can by job. In other words you resume on steroids. Do not be surprised if it is 12+ pages. This is an excellent document for clearing the cob webs and enabling you to communicate effectively about not just your last job but the job successes from 20 years ago. If the interview person then asks you if you have experience selling widgets you do not just answer with a yes. You answer...”yes I do, I sold widgets for Acme Inc. to their largest account and was able to surpass all sales records at Acme. Which is stronger YES or the Job Story?

Interviewing

Interview Follow Up

The last question (or statement) before leaving an interview should be “when should I get back with you.....” if they do not give you a specific time – pick one and follow up on the date.

Send thank you notes to everyone you meet. Carry thank you cards with you – fill them out in the lobby before you leave (give them to the receptionist – they can put them in inter-office mail for you). Then send an email thank you.

Salary

- Congrats you got the job

Salary

Negotiation

Salary is personal and private and people hate to discuss it. You will have to disclose how much you make. The best way is be honest, research the market, provide a range and adjust for the situation.

Market Price

-www.salary.com

-www.monster.com – go to the Monster salary tool

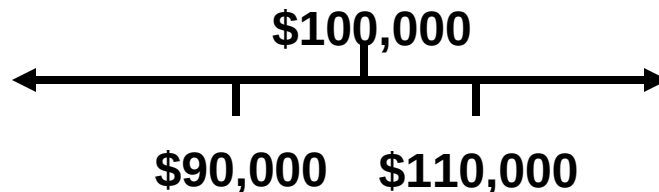
-www.Jobstar.com

-www.Payscale.com

Range is a function of your situation. If it is a sellers market go high. If it is a buyers market – time to get real. First of all if you have 12 years at a company and make a \$100K base. This salary was based on years of merit raises and company increases. Finding a similar or slightly better job does not always ensure salary parity.

Get the market price for the job. Find the mid-point and go +/-10% on that figure. That is your range. Make sure that this is a salary that will keep a roof over you head and food on the table – you may not be able to keep the golf club membership and may have to mow your own yard.

This salary should be in the ball park of the company you are interviewing. If they are lower – make sure you factor all things in. How good is the insurance, 401K, bonus payouts, etc.. These things may help close the gap. If not – walk.



Digital Footprint

- Getting your name out there

Digital Footprint

Social Networking Sites

These are web sites that allow you to market yourself, let friends find you, recruiters find you, look for contacts and even look for jobs.

- www.linkedin.com (#1 Social Network for Professionals and #1 for candidate searches by HR)
- www.facebook.com (#2 for candidate searching by HR)
- www.twitter.com (#3 for candidate searching by HR)
- www.myspace.com

Blogs:

Another form of social networking is to leverage your web presence with a Blog and/or it's derivatives. These are useful ways to get people to find you, follow you (and listen to you) and want to network with you.

- www.wordpress.com is a free blog site that I use – it has a LinkedIn add in and one for the iPhone
- www.blogspot.com

Quicklook comparison chart of popular blogging software:

- www.ojr.org/ojr/images/blog_software_comparison.cfm

Note: The only way to truly establish a digital footprint is to use all the free tools that the internet provides. It does not take much time but can generate results. Some experts claim that 20% of job offers come from the internet. If you are not taking advantage of this your 20% is 0%. Remember, you should only be spending about 20% of your time on the computer doing these activities. Human networking is still #1 in finding a job.

Digital Footprint - Twitter

Twitter:

Twitter is #3 for HR/Recruiters when searching for job candidates. There are a lot of links that will help you manage twitter and find jobs on twitter – just takes a little digging. Twitter works best when working with 3rd party applications – many are web based.

Homepage

-www.twitter.com create your twitter account here

Twitter Job Aggregator

-<http://www.tweetmyjobs.com/> is a webpage that allows you to create a profile and search for job-types by your geographical preference. Will send you a daily digest of jobs.

-<http://www.twithire.com/> webpage for jobs

-www.Jobshouts.com

-www.Tweetcruit.com

- #jobangels

-Twitter Resume Format

-<http://www.twtjobs.com/> ****Twitter resume template**** fill this out, save the url and you can re-tweet

-<http://www.twtbizcard.com/> ****Twitter business card template****

Twitter Manager for the Desk Top

-www.twitterdeck.com is a twitter utility to help keep tweets organized – desktop app

Tweet Applications

-<http://twitter.pbworks.com/Apps> Wiki page with listing of great apps to make twitter easier to navigate

-<http://twitdom.com/> Page dedicated to Twitter Apps

-<http://www.squidoo.com/twitterapps> another page of twitter apps

-<http://www.techcrunch.com/2009/02/19/the-top-20-twitter-applications/> more twitter apps

-<http://www.twoquick.com/> Search engine (no funny # marks required)

-<http://www.twootles.com/> another search engine

Digital Footprint – Twitter (cont.)

Tweet Applications (cont.)

- <http://www.twellow.com> search directory
- <http://wefollow.com/> list yourself on twitter
- <http://nearbytweets.com/> find twitters near you
- <http://tweetbeep.com/> twitter email alerts
- <http://www.twilert.com/> another twitter email alert site

- <http://www.twitterjobsearch.com/> twitter jobsite
- <http://www.twithire.com/> twitter jobsite
- <http://www.twitterjobsearch.com/> twitter jobsite
- <http://twitter.com/microjobs> twitter jobsite
- <http://www.jobangels.org/> twitter jobsite
- <http://jobshouts.com/> twitter jobsite
- <http://www.tweetcruit.com/Default.aspx> twitter jobsite

- <http://bit.ly/> shortens URL for posting in Tweets
- <http://tinyurl.com/> shortens URL for posting in Tweets

Digital Footprint – Google Profile

Page 1 of Google

The more social networking sites and blogging/twittering you do – the more your name will be “relevant” on a Google search or any search engine for that matter. However, if you have a common name (Tom Jackson) it does not matter how hard you work it – you will be back paged on Google. The good news is, there is a work around to have your name show up on page 1. The short cut is creating a “Google Profile”. This will put you on Page 1, despite how common your name is.



Keep in mind that you must brand yourself. In other words link your name with your desired job title (Tom Jackson / Sales). When recruiters search various sites for Sales my name and sites will pull along with that key word.

Creating a Google Profile:

Google, in the search box type <ME>, hit return. This will take you to the Google profile page.

Other useful web tricks: www.obviousexpert.com

Digital Footprint – Google Profile (cont.)

Page 1 of Google

Adding your URL/Webpage to Google:

This is a great way to short cut Google again. Do not wait for Google to find your sites – load your sites directly in to Google. -www.google.com/addurl?continue=/addurl

Add your URL to Google

Share your place on the net with us.

We add and update new sites to our index each time we crawl the web, and we invite you to submit your URL here. We do not add all submitted URLs to our index, and we cannot make any predictions or guarantees about when or if they will appear.


Please enter your full URL, including the `http://` prefix. For example: `http://www.google.com/`. You may also add comments or keywords that describe the content of your page. These are used only for our information and do not affect how your page is indexed or used by Google.

Please note: Only the top-level page from a host is necessary; you do not need to submit each individual page. Our crawler, Googlebot, will be able to find the rest. Google updates its index on a regular basis, so updated or outdated link submissions are not necessary. Dead links will 'fade out' of our index on our next crawl when we update our entire index.

URL:

Comments:

Optional: To help us distinguish between sites submitted by individuals and those automatically entered by software robots, please type the squiggly letters shown here into the box below.



Make sure if you have multiple sites (ie LinkedIN, Facebook, Twitter, etc) that you link each site to the other. This what they call “nesting”. Nesting is very powerful because you are linking yourself to yourself multiple times. The search engines not only pick up on your url it also maps which urls are contained within your page. In other words you look bigger than you really are.

Note: Site or URL does not mean that you have to have your own personal website (but do get one). When you created your linked in profile you were given a URL that points to your profile page (www.linkedin.com/in/thomasjacksonjr) that is a URL and the same applies to every social networking site on the internet.

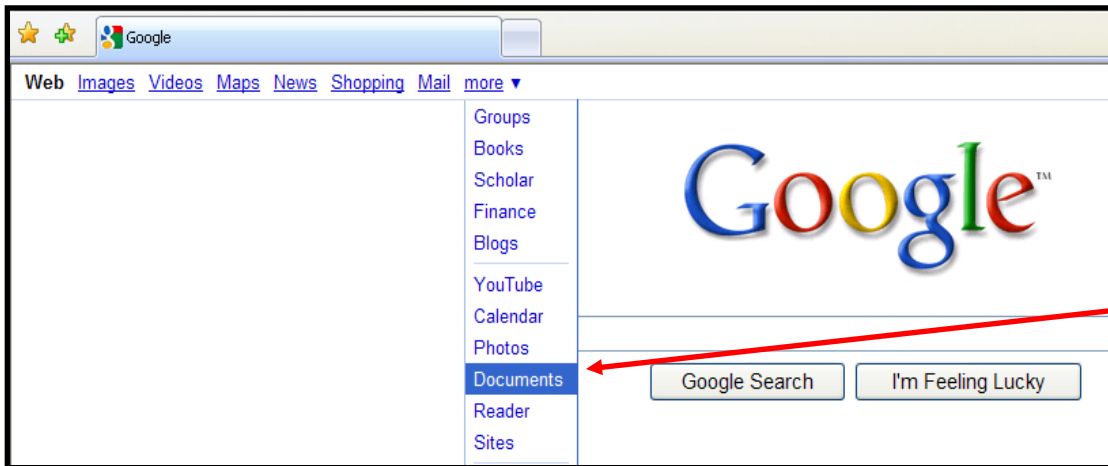
Digital Footprint – Google Resume Posting

Google Resume

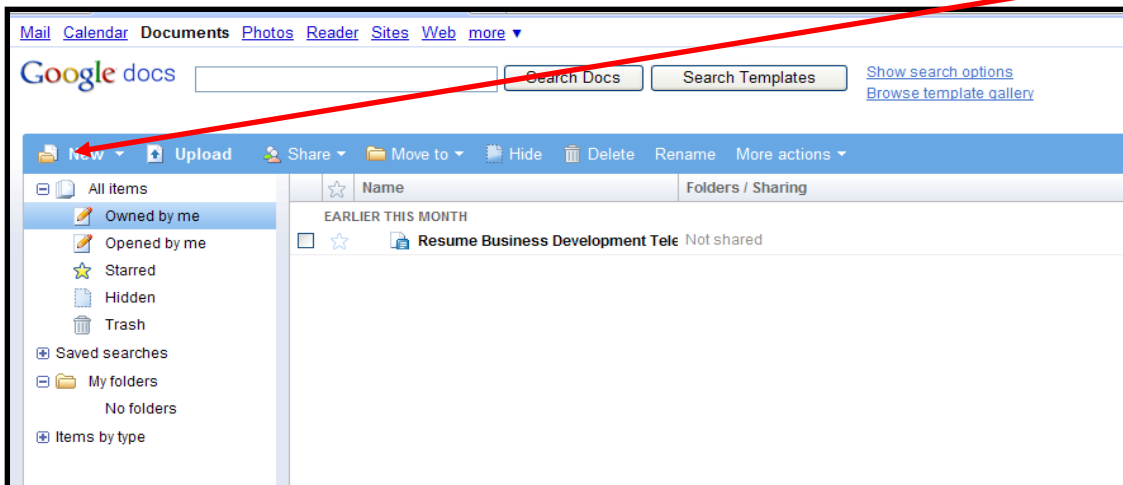
How to upload your resume directly to Google:

You can upload your resume directly to Google. All you need to do is use Google Docs. -

<http://docs.google.com/?hl=en&tab=wo#owned-by-me>



Using either the URL above or just go to Google, from the More drop down select Documents.

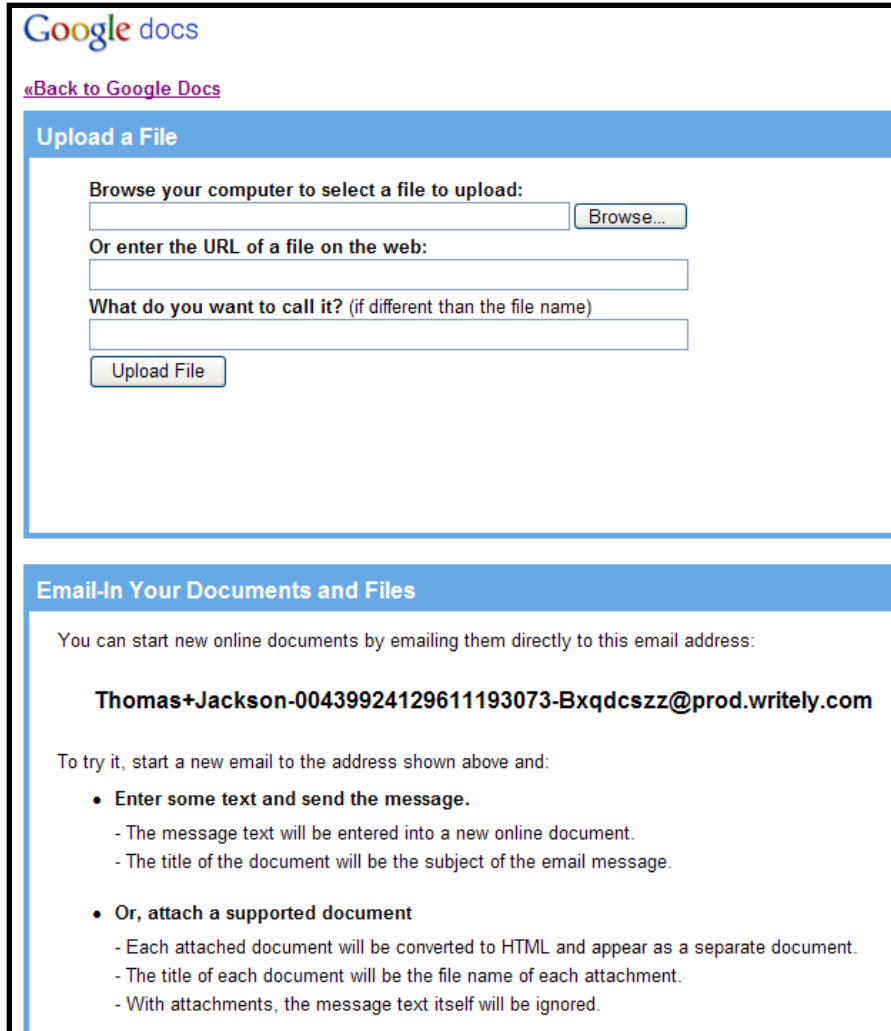


From the Google Docs menu select NEW

Digital Footprint – Google Resume Posting (cont.)

Google Resume

How to upload your resume directly to Google:



The screenshot shows the Google Docs 'Upload a File' interface. At the top left is the 'Google docs' logo. Below it is a link that says '«Back to Google Docs'. The main heading is 'Upload a File'. Underneath, there are three input options: 1. 'Browse your computer to select a file to upload:' with a text box and a 'Browse...' button. 2. 'Or enter the URL of a file on the web:' with a text box. 3. 'What do you want to call it? (if different than the file name)' with a text box. At the bottom of this section is an 'Upload File' button. Below this section is another heading 'Email-In Your Documents and Files'. Underneath, it says 'You can start new online documents by emailing them directly to this email address:' followed by the email address 'Thomas+Jackson-00439924129611193073-Bxqdczz@prod.writely.com'. Below that, it says 'To try it, start a new email to the address shown above and:' followed by a list of instructions: • Enter some text and send the message. - The message text will be entered into a new online document. - The title of the document will be the subject of the email message. • Or, attach a supported document - Each attached document will be converted to HTML and appear as a separate document. - The title of each document will be the file name of each attachment. - With attachments, the message text itself will be ignored.

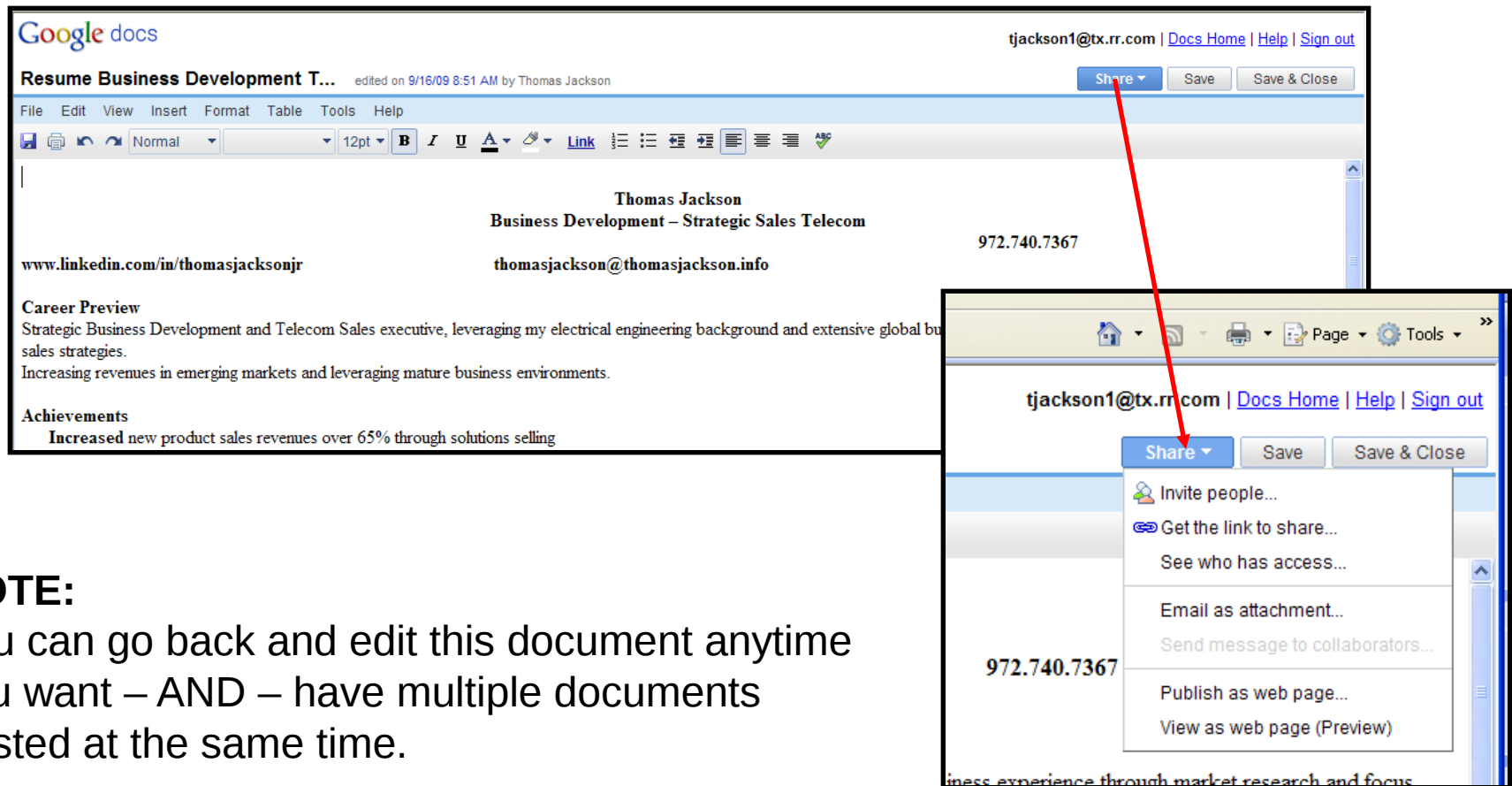
From the NEW menu you can upload your resume document to Google Docs.

Digital Footprint – Google Resume Posting (cont.)

Google Resume

How to upload your resume directly to Google:

Once your resume is pasted into Google Docs then it is time to SHARE it with the world – this is how it becomes searchable.



The image shows a Google Docs interface. The document title is "Resume Business Development T..." and it was edited on 9/16/09 at 8:51 AM by Thomas Jackson. The document content includes contact information for Thomas Jackson, a career preview, and achievements. A red arrow points from the "Share" button in the top right corner of the document to a zoomed-in view of the "Share" dropdown menu. The menu options are: "Invite people...", "Get the link to share...", "See who has access...", "Email as attachment...", "Send message to collaborators...", "Publish as web page...", and "View as web page (Preview)".

NOTE:

You can go back and edit this document anytime you want – AND – have multiple documents posted at the same time.

Digital Footprint - Facebook

Facebook

Although most people think of Facebook as another “chat board” it has become the #2 way HR and Recruiters locate potential candidates.

-www.facebook.com (#2 for candidate searching by HR)

Start by getting a Facebook account. Remember to keep your brand simple NAME/TITLE. Keep track of the URL Facebook gives you – load it into Google.

-<http://www.allfacebook.com/2009/02/facebook-privacy/> primer on Facebook privacy settings

Facebook Links:

-<http://www.facebook.com/apps/application.php?id=2358483321> Professional profile on Facebook – sync LinkedIn

-<http://www.facebook.com/apps/application.php?id=2389654138&b&ref=pd> SimplyHired

-<http://www.facebook.com/apps/application.php?id=2244064782&ref=s> Jobster

-<http://secretsofthejobhunt.blogspot.com/2008/01/your-resume-on-facebook.html> Links to post resume on Facebook

-<http://www.facebook.com/group.php?gid=8159222053> Facebook group for HR/Recruiters– good way to get ideas from the source.

Digital Footprint (cont.)

Personal Web Page

These are great since you can promote yourself, post information, post your portfolio and tie all your other sites back to one common point on the web. In addition you can create your own personal and professional looking emails.

I prefer GoDaddy. For about \$55 a year you get server space, domain name, emails and great support. If you are not able to create your own web page (ie do not have the s/w or knowledge). GoDaddy offers Web Page in a Day – it uses their s/w and will allow you to create a very good an basic web page (it is limited to only 3 or so pages. Check it out and learn a new skill.

-www.godaddy.com

Getting Found on the Web

In addition to joining Social Networking sites and creating a Google Profile there are several other things you can do to increase your chances of getting “Found”. Register on one of these sites.

-www.zoominfo.com

-www.jigsaw.com

-www.ziggs.com

-Pipl.com

-www.spock.com

-www.naymz.com

-namechk.com before branding yourself – check here to make sure your branded name is not being used

Another unique way to increase your web presence is to review a book on Amazon! Amazon is so large and prevalent on the web. That once you post a few book reviews, the internet Spiders will find you.

-www.amazon.com

Digital Footprint (cont.)

Social Networking General Information

There is a wealth of information on Social Networking sites – here is but a sample

- <http://imonlinkedinnowwhat.com/> LinkedIn
- <http://whyfacebook.com/> Facebook
- <http://secretsofthejobhunt.com/> Jobseekers
- <http://www.commoncraft.com/Twitter> Twitter

Social Networking Updates

Keep in mind that you will periodically have to update your social networking site just like the job boards. Good news there are update aggregators .

- www.hellotxt.com this is a neat aggregator for all your other social networking sites
- www.Ping.fm
- www.mylifeonline.com/

Other Useful Tips 'n Tricks

- Misc

Other Useful Tips 'n Tricks

Add Some Sparkle to Your Email Address Signature

Trick up your signature. Add a LinkedIn logo with hyperlink to your site instead of the same old text with hyperlink. This makes your signature stand out. I have another power point that shows how to do this (PCs, Outlook)

- www.thomasjackson.info/sale_fish.htm
(note: Go to the 2nd item on the screen)

Online Resume Sites

There are number of sites that let you create a resume on line, choose a format and then print, email or post. The difference between these sites and sites like Monster which let you create an online resume is that these sites try to leverage social networking. Plus you will get a customized link giving you additional Digital Footprint and you can link these sites to others.

However, these are not a replacement for a well written resume in word.

- www.emurse.com
- www.visualvc.com

Other Links:

SEOCentro tools page: Analyze an html (LINKEDIN PROFILE!) for metatag efficiency, keyword/keyphrase frequency, page ranking, etc. etc. this was worth just taking the class. Play with it it has amazing tools!

- www.seocentro.com/tools/seo-tools.html

Other Useful Tips 'n Tricks

Free advice on a number of job search topics.

- www.theladders.com
- www.ritesite.com
- www.execunet.com
- www.executivesnetwork.com
- www.asktheheadhunter.com
- www.15secondpitch.com
- www.Glassdoor.com
- www.Pay-Scale.com

Other Useful Tips 'n Tricks (cont.)

Business Productivity Tools (good to use even after you get that job)

XOBNI

Cool FREE program that really enhances Outlook email and provides links to all your sites like LinkedIn. (note: XOBNI is INBOX spelled backwards) – Must See.

-www.xobni.com

Dial2Do

Neat FREE application that lets you send email, txt, reminders and other stuff all from your phone. Great when driving to meetings and interviews.

-www.dial2do.com

Bintro.com, which is in beta; Jobfox.com and Trovix.com, which are built around their job-matching functions, and industry veteran CareerBuilder.com

Where Can I get the List of DFW Companies?

www.thomasjackson.info

Thomas Jackson

Business Development/Strategic Marketing Professional

[Sales Press Releases](#)

[Application Notes](#)

[Market Research](#)

[White Papers](#)

[Publications](#)

[Skill/Awards/Training](#)



[Sale Fish](#)

Welcome to my professional portfolio.

Tom is an experienced technology professional with extensive market expertise in business development, strategic sales, operations and engineering. Tom has a successful track record in account development and program management working with large and small accounts, as well as distributors and VARS. Tom has also worked globally, with both commercial, consumer and government customers. Tom's career focus is Business Development and Operations. Where he can leverage his experiences and successes in Sales, Marketing and Product Strategies - identify new opportunities, new markets and new revenues.

Some of the highlights of Tom's career include:

- **Sales Growth:** Increased new product revenues of 20% while exceeding margin targets and closing sales in excess of \$200M. Work closely with customers delivering tailored solutions.
- **Business Development:** Lead a strategic business development program to enter new markets and develop new accounts.

Tom Jackson

972-740-7367

View my profile on

LinkedIn

thomasjackson@thomasjackson.info

Click on this link to take you to the download page

****** All I ask in return is that you "Link-In" to me ******