

dreamJOB

WORKBOOK

Job Search Essentials

Ready, Set, Hello

Successful Networking Strategies



Work, transformed.

Transforming the way you
think about **work**

Table of Contents

Job Seeker Profile	3
Milestones in the Job Search.....	4
Leveraging the Power of Who You Know	5
Preparing to Reach Out	7
Connections Letter	8
Reaching Out.....	9
Requesting LinkedIn Recommendations	10
2, 4, 6, 8 System	11
Connections Tracking Sheet.....	12
Additional Services.....	13
Job Seeker Services	13
Business Services	14

PUBLISHED BY: Turning The Corner LLC, 1830 17th Street, Suite 100, Boulder, CO 80302
© Copyright 2017 Turning The Corner LLC. All Rights Reserved.



Job Seeker Profile

NAME: _____

Current or Latest Role: _____

Employed (Y/N): _____

Desired Role: _____

Key Strengths: _____

Targeted Industries: _____

Targeted Companies: _____

Avoid Roles: _____

Travel Requirements: _____

Relocation Needs: _____

Salary Range Needs: _____

Work Environment: _____

Other: _____

Notes: _____



Milestones in the Job Search



Questions:

Do you know what you are good at? Yes ____ No ____

Do you know what you want to do? Yes ____ No ____

Are you actively applying for jobs? Yes ____ No ____

Are you getting interviews? Yes ____ No ____

Are you getting job offers? Yes ____ No ____

Action Steps: _____

Leveraging the Power of Who You Know

Using Your Network to Make Powerful Connections

Consider all the people in your life. Are they someone in a decision making position? Or do they know someone who is a decision maker and can make an important introduction for you? You need to work all these contacts and angles during your job search to maximize your reach.

Begin by writing down EVERYONE you know: your mother, brother-in-law, friends, past colleagues, the manager at your favorite coffee shop who you chat up every day, anyone.

Carry a sheet of paper or your phone around for a couple days and write down anyone who pops into your head whether you're at a stop light, brushing your teeth, etc.

Once you have a good list together, go back through and circle anyone who is a Level 1 and underline anyone who is Level 2 (everyone else will be a 3).

Contact everyone using the organizational method below.

Level 1 – The “Make Contact NOW” People

These are the “Decision Makers;” the people that you have in your life who you are close to and who can make hiring decisions. People like past managers or colleagues who have the direct ability to hire you. **Write down these people.**

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Level 2 – The “Make Contact Soon” People

Think of people in your life who you are close to and are “connectors:” people who are a fan of yours who know someone who could hire you (we are some of these people!). Maybe you know that your brother’s friend owns a hot new start up... you’ll want to list your brother here and reach out to him to get an introduction. **List those people now.**

Level 3 – The “Make Contact in the Next Week” People

Think of people who you know, who you may not know that well, but who might know someone who knows someone that might be able to help you. Your neighbor’s sister-in-law may be the CEO of a company that could hire you, but you don’t know that unless you reach out. You want to be sure and let all of your “neighbors” know that you are on the job hunt. **List those people now.**

Preparing to Reach Out

For Level 1 Contacts:

Strategically think about 4 things you could do to start connecting with these people over the next 4 weeks. Be very thoughtful and considerate with these folks, you want to treat them with the highest level of respect and reverence. They are not the people to email so pick up the phone and individually call them or get a face-to-face meeting.

You are always interviewing when you are in front of these people. They are the ones who can most likely hire you sooner than anyone else. Be prepared to send them a resume, but don't start with that. When reaching out, never say, "Can you give me a job?" Instead, you can say something like:

"Hi <Name of Person>, I know we haven't connected in a while, but I wanted to let you know that I'm on the job search again and saw you were hiring for role <xyz> and wanted to see if there was a chance of getting together for coffee/lunch/etc. to chat about whether there may be a spot for my skill set at your company. I'd love to brainstorm and see what you need."

For Level 2 Contacts:

Send individual emails that look like the connections letter on the next page and specifically ask if they have contacts at companies you are targeting and if they will make an introduction for you.

For Level 3 Contacts:

Send out the connections letter on the next page.

Connections Letter

Hi <Friends >,

As many of you know, I was laid off last month from <ABC COMPANY>. It's been a great couple of weeks for me pursuing my home projects and re-evaluating my career. I am now officially on the job search and would love to have as many eyes and ears as possible out there with me. I have attached an easy to read document that outlines what I'm looking for along with a list of my strengths. I would so appreciate any leads, contacts, ideas or suggestions you might have to offer.

I am specifically seeking a Business Analyst position where I help define user requirements and then translate them into software solutions. I have often been asked to train end-users because I have such a good understanding of how the software works. My ideal industries would be Banking, Financial Markets, Mortgage and Software Development.

Many people ask what a Business Analyst is. It is often an actual job title in mid- to large-sized companies that involves the up-front work that has to be done to properly design software and systems that people use. For example, if you imagine the process of paying your bills, you probably have a "system" to keep track of which bills go in the mail, which ones you pay online through your checking account and which ones you have e-billing set up for. I would be the person sitting behind you watching you pay your bills and then I would document your process and send it to a programmer to automate it for you (or I would send it to your spouse to train them on how to do it!).

Thank you so much for your support, and if you think of anyone that might be interested in my skill set, please let me know.

Warm regards,

Joe Doe

jdoe@comcast.net

(720) 555-5555

Reaching Out

“So, What Do You Do?” – Creating Your “8 Second Commercial”

The next step in broadening your network is to think of other places where helpful strangers and potential contacts might be congregating. Leverage those people you run into every day – at the playground, grocery store, coffee house, etc. Spark conversation and always ask what people do (so that they in turn ask YOU what you do). Remember that networking isn't just “sipping cocktails with strangers.”

Fully utilizing those brief coffee house chats requires you to be ready to give a complete answer to the question, “So, what do you do?” With everyone you meet, you want people to leave the conversation thinking, “Oh, they sound interesting!” or “I could hire them!”

Using everything we've put together so far, let's create your “8 Second Commercial” that you can use when people want to know what you do.

Using the example below, fill in the blanks to create a framework for your very own elevator speech.

Hi, my name is _____. I bring 3 strengths to this role/organization(s). I am great at

_____,

_____, and

_____.

I learned these things when I was working for _____.

I am actually on the job hunt right now targeting companies in the _____

_____ field.

Requesting LinkedIn Recommendations

LinkedIn recommendations should come from people who can speak clearly about your work and how you added value in your job. Strong recommendations can come from managers, co-workers, clients, vendors, and business partners.

When requesting a recommendation, personalize the request. Individuals are more likely to respond to your request when you add a personal note versus simply using the standard LinkedIn recommendation request message. Offer to provide an outline or even a pre-written recommendation that your contact can tweak, saving them time.

Example of a recommendation request:

Joe,

I can't believe it's already been 2 years since you left XYZ Company. Time flies! I am beginning a job search and would be honored if you would write a LinkedIn recommendation for me. I know you are incredibly busy, so if you'd like I am happy to provide an outline of a recommendation or draft a recommendation that you can tweak.

It would be helpful for the recommendation to address the following:

- My ability to exceed goals and expectations
- My effectiveness with clients
- My ability to lead teams

We should meet for coffee soon and catch up. Let me know some dates that will work for you. My treat!

Warmly,

Carrie

2, 4, 6, 8 System

Now that you have completed your list of Connections we will use the “2, 4, 6, 8 System” to help you communicate and organize your communication with each person.

- **2: Respond to people within two days.**
Once you are in communication with someone and they reach out to you via voicemail or email remember to always respond back to them as soon as possible. Never wait longer than two days.
- **4: Think of four strategic contacts to reach out to who can give you a job.**
You may have listed four or more contacts in your Level One connections. You will begin reaching out to them first. Utilize the example outlined on the “Preparing To Reach Out” page if you need help to get started. There is also a table on the following page that we will discuss to help you keep these communications organized.
- **6: It can take six times of reaching out about unrelated things to get friendly enough with folks to ask for help.**
Now you have the communication started with your Level One Connections. You will keep those lines open while you also reach out to Level Two and Three. We have a Connections Letter example in this chapter to assist you in creating your own. Once you have the dialogue going with your connections, or you are making another attempt, remember this: you know the person you are reaching out to. Talk about other items you may have in common (family, hobbies) or tweet/email them a current news article you found interesting that you think they would appreciate seeing as well.

Don't be discouraged if they don't respond to your first communication. We are all busy and they are likely to want to keep you as a connection for themselves as well. So, be patient, but once you have the dialogue going, don't lose touch (remember number 2).
- **8: If you haven't heard back after eight times, close it and spend your energy elsewhere.**
If you have not heard back from a connection after eight attempts move onto other individuals on your connections list. You need to keep your momentum and conversations going to find the next position in your career that will make you whole.

Remember: Don't be afraid to reach out! You never know where opportunities may be waiting for you. If we don't ask, we will never know and may miss out on our next great thing. We've all heard worse things than “no” in our lives, so feel the fear and do it anyway!

Connections Tracking Sheet

COMPANY	CONTACT NAME	TITLE	PHONE	EMAIL	CONVERSATION DATES, NOTES, & POTENTIAL JOB LEADS

Additional Services

Job Seeker Services

CAREER COACHING

Who do You Want to be When You Grow Up?

- Discover what You're Meant to Do
- 3 In-depth Personal Coaching Sessions
- Strengths & Skills Assessment to Help You Find Your Perfect Job
- Find the Right Direction for Job Search
- 3-5 Jobs Selected Specifically for You
- Your Personalized "Path to Success"

RESUME WRITING

Resumes that Get You Interviews

- Put Your Resume at the Top of the Pile
- Get Results on Online Submissions
- Master & Custom Resumes plus Cover Letters
- Certified Professional Resume Writers
- Resume Evaluations - Where do You Rank?
- Top Tips for Targeting Your Resume
- Make Your LinkedIn Profile Shine

INTERVIEWING SKILLS

Turn Interviews into Offers

- Weekly Coaching to Get the Right Job
- Get a Recruiter's Perspective on Your Job Search
- Inside Information on Local Job Market
- Resume, Interviewing & Job Search Advice
- Access to Turning the Corner's Network
- Online Video Series - Find Your Dream Job

Business Services

HR SERVICES

Develop Your Organization for Success

- Position Analysis Reviews
- Job Descriptions
- Payroll
- Day-to-Day HR Operations
- Employment Law Compliance
- Employee Handbook Development
- Affirmative Action Plans
- HR Department Audits
- Outplacement /Reductions in Force
- Employee Relations

RECRUITING SERVICES

Hiring for Keeps

- We Find the Perfect Fit
- Full Service Recruiting
- Candidate Screening
- Personality Assessments for Fit
- Advertising to Multiple Job Boards
- Background Checks

TRAINING & COACHING

Lead, Understand & Motivate

- Management Training
- One-On-One Coaching
- Top Talent Programs
- Executive Coaching
- Emotional Intelligence
- Situational Leadership

EMPLOYEE ENGAGEMENT

Build a Culture that Works

- Engagement Surveys
- Organizational Development
- Increase Productivity
- Lower Turnover
- “Flexibilized” Workforce Consulting

EMPLOYEE CAREER MENTORING

Help Your Top Performers Exceed Their Goals

- 3 In-depth Personal Coaching Sessions
- Strengths & Skills Assessment
- Personalized “Career Development Plan”
- 1 Year Follow-up Phone Sessions
- Success Mentoring