

**30-60-90 DAY
'RULES OF THE ROAD'**

(LESSONS FROM A JOB SEEKER)



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30 / 60 / 90 Day “Rules of the Road”

30 / 60/ 90 Day “Rules of the Road” - Overview

<u>The First 30 Days</u>	<u>60 Days</u>	<u>90 Days</u>
1. Take the time to figure out “Who am I” versus “what I do or did.	1. Identify groups that you wish to continue to network with	1. Say Thank You Always!
2. Get professional email address (personal URL domain is the best)	2. Join or create an accountability group	2. Reset priorities – what are you doing right and wrong – alter course if needed
3. Create your resume	3. Continue to find new groups and associations, meet new people to network with	3. Set quota and goals of contacts per day
4. Post resume to job boards – “main sites” as well as industry/association sites	4. Join associations that not only are in your area of expertise but compliment your target companies	4. Increase your networking!
5. Secure Digital Footprint: LinkedIn, Twitter, Facebook, your own URL	5. Register for interim consulting http://www.glgroup.com/	5. Follow up should be routine by now – 10-12 touches per day (voice and email)
6. Order your business cards http://www.vistaprint.com	6. Volunteer Somewhere – it’s good for you and good for them!	6. Research Blogging – Is it for you? Great way to get seen!
7. Define a search strategy	7. Target list of companies identified and refines http://www.thomasjackson.info/ Sale Fish for help	7. Target informational interview contacts and schedule calls
8. Create 30 second introduction (I am, I do, I help, I need)	8. Update your footprint weekly on all sites (job boards, LinkedIn, Facebook etc) – People need to find you!	8. Don’t PANIC!
9. Start your target company search	9. Link to people you meet and grow your network	9. Fine tune and adjust – stay connected to your accountability group
10. Identify and target network groups www.careerdfw.org	10. Begin to become an expert on LinkedIn – participate in groups and discussions	10. Stay the path that you have planned but identify what you need to learn more about
11. Get/start a Job Log to keep track of your opportunities	11. Target the recruiters in your sector on LinkedIn and create a contact plan of action	11. Target those areas of need and research how to expand your knowledge
12. Choose a contact database method	12. Use these “Tips and Tricks” routinely now	12. Why isn’t what I’m doing working? Talk to people and see what they are doing
13. Sign up for unemployment	13. Understand your Health Insurance Options (e.g. Cobra, other) www.cobrabusters.com	
14. Create your call scripts		

<i>The First 30 Days</i>
1. Take the time to figure out “Who am I” versus “what I do or did”.
2. Get professional email address (personal URL domain is the best)
3. Create your resume
4. Post resume to job boards – all “main sites” as well as industry/association sites
5. Secure Digital Footprint on LinkedIn, Twitter, Facebook, your own URL
6. Order your business cards
7. Search strategy
8. Create 30 second introduction (I am, I do, I help, I need)
9. Start your target company search
10. Identify and target networking groups
11. Get/start a Job Log to keep track of your opportunities
12. Choose a contact database method
13. Sign up for unemployment through TWC
14. Create your scripts for calls for introductions, informational interviews, cold calls into target companies

30.1 Take some time

Take the time to figure out “Who am I” versus “What did I do”. Statistics show that approximately 60% of us will lose a job at sometime in our work history. The most important thing to do is to take some time to reflect and get angry if you have to and get it out of your system. The worse thing to do is to jump right in to the job market day 1 without a plan. This will only result in you trying to boil the ocean and getting even more frustrated. Your job hunt will be much more effective if you take these first thirty days to get your “House in order” before embarking on the hunt.

Notes:

- 1) Do not be embarrassed. Discuss your situation with your family. Let your friends and neighbors know – these are great networking opportunities.
- 2) Go to church – get their support.
- 3) Go to the gym – you now have the time and the control of your schedule.

- 4) Call your bank, broker, loan agent, investment person and discuss what action you can take now that will preserve cash flow without penalizing you. Even your credit card company will work with you before you get in trouble – don’t wait until it is too late.
- 5) Set a budget – stick to it. You be surprised how easy it is and just how little you need to get but on.

30.2 Get a professional looking email

Time to lose the casual emails you used to contact friends and family. No more dallascowboyfan@yahoo.com or hotpants@gmail.com. Take out a new email with your current service provider (call them and they will explain how). You want to present yourself in professional fashion – just like your email from your previous job. Use your name JohnDoe@msn.com. Better yet take out a domain (i.e. Godaddy.com) and really wow them JohnDoe@JohnDoe.com. This is not only professional but conveys that you are technically competent.

Notes:

- 1) Many internet service providers will support several email address per account. Call yours to see how many you have left and how to set one up.
- 2) An added benefit is that all your personal emails will come to you on one address and all job hunt related emails will come to you on your new professional looking email.
- 3) Look into setting up your own webpage (i.e. www.godaddy.com). In today’s market you will probably have several phone interviews before getting a face to face. In this case, you do not have an opportunity to share “your work” with the interviewer. If you have your own web page, you can direct the interviewer to your website and have them click on the tab for; white papers written, industry press releases, patents, articles, etc.. Unlike like LinkedIn, your webpage is not space limited and you can make your page look different from everyone else. This will also show that you are technical competent.

30.3 Create a Resume

Time to create that resume. Even if you have outplacement and take advantage of their resume writing services – you have to tell what you did. You need to create your story. Again, outplacement is an excellent start to honing your resume. Do not pay a resume writing service. Dallas is full of free networking groups (more on this later) and free help.

Your resume is highly personal, it is after all you biography. But do keep in mind the job hunt game and for that matter the resume have changed quite significantly over just the past year.

Your goal is to have resume that will get you a job, not to impress your friends.

Make sure you look up Dirk Spencer on LinkedIn and join his LinkedIn group “Resume Psychology”. Dirk host weekly resume writing classes for free and is the pre-eminent resume expert (check his LinkedIn profile for locations and time).

Resume Chronology

Start with a chronological listing of all your jobs by company, by title, by time. This is important since you will be asked at some time to fill out an application (in person or online) or populate a website (i.e. LinkedIn) it is best to get the details in writing up front. Then list under each ALL your accomplishments – not what you did – what you accomplished. Give four to five examples, no more than one or two lines long (I like bullets).

Bad example:

Sales Manager, Acme Inc

- Called on customers
- Sold widgets meeting quota
- Regional responsibilities

Better example:

Sales Manager, Acme Inc

- Identified key accounts. Utilized this list to fill the pipeline
- Exceed quota for all years by 50%.
- Grew sales region from \$3MM to over \$10MM

If you are in sales tell how much you grew revenues, increased customers and sold using dollars and percentages. If you are in finance tell how large of budget you were responsible for, reporting practices you implemented. If you were in project management tell how you cost reduced, brought projects in on time. You get the point. Tell your story/accomplishments. Use the SAR strategy Situation, Action, Results (there are many versions on this – PAR, SAM, etc). This methodology will drive home your value. Always remember NEVER LIE on a resume – they find out.

Now with 30 years of work detail on 5 pages, save this document for reference. Start a new document and cut and paste only the last 10 years of work detail. This is because HR and recruiters only care about what is relevant. In other words if you benched pressed 300lbs in college, can you do it today? This is job relevancy. Besides, many of the online resume submission software packages you upload your resume to will delete jobs listed beyond 10 years.

Resume Opening (top part of your resume)

The top of your resume should have your name, phone number (just one), email address and LinkedIn URL. I leave my mailing address off, it serves no purpose. If they want to correspond they will email me and if they want my address I will have to fill it in online.

The next three sections are your brochure – you are the product. After this section is where you paste your most recent ten years of work. Odds are no one will read down this far anyway. So you must nail it on the top half of page one.

Career Preview

No more than three lines that summarize your whole career (think Twitter with 140 characters). Do not use worn out and overused statements like “Thirty year seasoned professional”.

Achievement Preview

Next section should be no more than three or five short one line bullets of your best key accomplishments over your career or most recent ten years.

Business Skills (or Tech Skills depending on your career)

List by columns (four rows by three columns) single word attributes that identify a core skill. The best place for these words are job postings. Look at what words are used over and over to in the jobs ads you read and use these.

Awards

If you won an award list it. This is not bragging you are just listing an honor your peers presented to you (remember it is not bragging if you can do it).

The top half is as listed above, followed by your ten years of job detail. If you have enough white space on page 2. Then list your other jobs, one per line under a header titled “Work Experience”. If you have any more room you may want to add a section with other additional skills and do not forget to add education.

How many resume versions?

Resume formats do vary from person to person. Keep in mind, that until you get an interview. The main function of your resume is to upload to company websites when applying for a job online – this would be one style. The other style being the one you take to your interview.

That said create a folder for each company and each job you apply for. Why do this? Simply to be consistent and to remember which version you sent. A resume is a living document. What you write today will change in three weeks.

You will create a new version for each job you apply for – and it is easy! Take your basic resume and modify the title you have listed at the top for the title they have in the job posting (i.e. you may have Account Manager and the job is for Account Executive). Also, capture any key skill words and add them to your business skill listing. That’s it you have just customized your resume!

Formatting

Your resume should be in Arial or Times Roman in 11 or 12 fonts. Do not use shading, lines, bullets, etc. The reason is simple. These items can scramble your resume when uploaded to a company’s website. Webpages can read text (which version?) and HTML, formatting in word just caused problems. Your resume should be clean without the embellishments.

NOTE: save your resume in Microsoft Word Office 2003 or earlier. Most companies have not upgraded to Office 2007 and a word doc in 2007 is just as likely to cause problem for the HR/recruiter to have to down convert your resume (hitting delete is easier for them).

Dirk Spencer does a much better job of covering this.

www.linkedin.com/in/dirkindallas

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

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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"/> <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"/> <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"/> <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"/>

Bad Resume Words:

There are large number of words that are classified as K.O.D. (kiss of death). This means that these term are either way over used, have no real meaning, vague or all of the above. Stay away from these at all cost.

KOD (Kiss of Death)

- 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.
- I: who else, it is your resume

Fluff Phrase to avoid

- 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

Job Titles Website

www.companysleuth.com

<http://www.online.onetcenter.org>

Cover Letters:

A resume discussion would not be complete without talking about ‘cover letters’. Many HR folks will say that they do not read cover letters. This is true in part that 99% of cover letters are ineffective and look like they just came from a template factory. However, you should always introduce yourself when sending a resume even if you do not know the person by name. Most HR folks will agree that they will read a ‘T-Letter’. Why? Because it is short, to the point and you have done the HR persons job by aligning your specific skills to those skills posted on the job posting. The T-letter is highly effective in unpacking your relevant skills for the HR person. So called the T letter since the format looks like a T – see below:T-Letter Example.

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Dear Mr./Ms. LastName

I am applying for the XXXX position posted on XXX.com. At your convenience, I'd appreciate the opportunity to discuss the position and my candidacy with you. You can find my resume attached to this e-mail.

I am looking to bring my well-honed public relations, marketing, and client-focused online, oral, and interpersonal communication skills internally to succeed in an inside sales position. (Brief Intro specific to the position expressing your interest).

I've matched your requirements to my experience and skills based on the position description.

XXXX requirements:	My skills and experience:
8+ years of track record in driving growth in International Sales for Telecom solutions provider	10+ years successful upward growth Call Center software. Proven rainmaker exceeding quotas among the region every year. In 2008 13 out of 14 Sales Executives in region exceeded quota.
Education level: Bachelors / MBA in Engineering / Business	University of Texas – Executive MBA, 1992
Candidate should have a solid mix of sales, business and marketing capabilities and possess deep understanding, excellent contact base and knowledge of International service provider marketplace.	Currently and for the last 5 years responsible for the Sales, P&L, and marketing strategies for the South West US and Latin America; responsible for identifying and launching new International markets.
Familiar with Solutions: SONET/Ethernet ROADM/DWDM	5 years working with SONET/Ethernet and ROADM.
Ability to travel internationally (up to 50%)	Currently managing up to 75% travel.
Multi-lingual preferred	Fluent in Spanish, English and German. Good knowledge of Portuguese

I'd love to find out more about the position you're looking to fill, and I would welcome the opportunity to tell you how my skills and ideas can benefit XXXX Company. I can be reached at [5555 555-5555](tel:5555555555) or name@gmail.com.

Thanks for your consideration; I look forward to hearing from you soon!

Sincerely,

30.4 Job Boards

PLEASE REMEMBER; though there are hundreds of job boards; very few people are actually hired by responding to a job board posting. **Limit your time spent on job boards and responding to postings!**

With resume in hand it is time to post to the job boards. Monster and Career Builder are the largest and a must. Also, review the numerous specialty job boards out there. There are job boards for Teachers, Engineers, CEOs, etc.. Just keep in mind, every job board needs to be updated weekly. If you are on 100 job boards you will spend the whole week just getting your sites updated. Three to six job boards are plenty.

Also, keep with the rule of 'Free is always better'. If you are tempted to pay for an online job board, check around. Odds are you find somebody who paid a monthly fee and found there was no great benefit and for the most part the same jobs on the pay sites end up on the free sites anyway. The reason for this, are the job aggregator sites. These are phenomenal sites that will

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aggregate jobs from many-many job boards based upon your basic criteria (job title and location) and will send you a daily email digest with all postings. This is the other reason for restricting yourself to 3 to 6 job sites. Keep in mind that job boards are searched by recruiters and that job board aggregators just pull job posting for you to apply to.

Job Aggregator Sites:

www.indeed.com -- great site
www.Juju.com
www.simplyhired.com

Why update? Recruiters only pull current postings. Resumes posted over a week ago are considered stale, the applicant may have found a job. The easiest way to update a job board is to repost your resume. This also gives you a chance to tweak your resume and you make improvements.

As for which day is the best day to post? The jury is still out, some say Thursdays or Fridays. I post on Sunday as part of my “Getting ready for the new week” ritual.

Here are some of the main job boards (courtesy of www.careerdfw.org, great site and resource – run by Jeff Morris).

(this is a link to job boards by profession: <http://careerdfw.org/J/websites/49-job-boards-by-profession.html>)

General Jobs

http://www.7solutionsusa.com/	Job Seekers Search our complete database of jobs
http://www.americasjobbank.com/	General Jobs
http://www.bluesteps.com	Executive Search Consultants
http://www.careerbuilder.com/	As the Web's biggest job site, CareerBuilder gets more than 23 million visitors a month. The company has been around since 1995, and has developed an incredible network of listing sources and job search centers since that time.
http://www.careerjournal.com/	Wall Street Journal Job Board
http://www.craigslist.com	The granddaddy of online classifieds gives those who are focused on searching for jobs within their communities an easy way to look. It might be one of the least polished entities listed here, but the sheer number of local job listings makes up for it
http://www.directemployers.com	
www.execunet.com	
www.execu-search.com	Execu Search looks to be a selective, higher tier job search property. Execu Search screens and reviews every resume that is submitted, and helps employers find the best possible candidates for their open positions.
http://www.hotjobs.com/	As one of the biggest job sites on the Web, HotJobs distinguishes itself by focusing on features such as status (which shows how many times one's resume has

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	been viewed) and the ability to block companies from seeing your resume.
http://www.jobanimal.com	
http://www.jobcentral.com/	JobCentral is a service formed by a nonprofit consortium of U.S. corporations like IBM and Dell, which makes it ideal if you're looking for corporate job listings.
http://www.jobfrenzy.com/	
http://jobfactory.com/lib2002.htm	
http://jobsearch.about.com	JobSearch, industry specific job banks
www.jobserve.com	JobServe claims it was "the world's first Internet recruitment service." In 2008, JobServe advertised more than 2.5 million jobs across 15 industry sectors.
http://www.jobster.com/	Jobster uses an active approach to help employers and recruiting teams of all sizes find their candidates. The company calls its method "social recruiting," and it services 24 different job categories.
http://www.monster.com/	In addition to being arguably known global job the best listings site, Monster also offers advice on resumes, interviewing, and salary information
www.Linkedin.com	Best known for being a social network for professionals, LinkedIn also has thorough job listings, some of which are exclusive to LinkedIn
http://www.netshare.com	
www.Oodle.com	which specializes in online classifieds, includes a job classifieds section that finely cuts job opportunities down to job title, category, industry, and company.
www.ontarget.com	onTargetjobs owns a lot of smaller niche sites like www.BioSpace.com and www.MedHunters.com . Its expansive niche database allows users to find compatible job listings more easily than with general sites.
http://www.retirementjobs.com/	Age friendly companies post here
http://hotjobs.yahoo.com	Yahoo! Hot Jobs
http://quintcareers.com/quint_site_map.html	A detailed guide to the many critical job, career, and college resources available to you free at Quintessential Careers.
http://quintcareers.com/career_job-search_a-z_index.html	Our Mission: Quintessential Careers is the ultimate career, job, and college site, offering comprehensive free expert career and job hunting advice (through articles and tutorials), as well as links to all the best job sites. Special sections for teens, college students, and all other job seekers (by industry, geography, and job seeker type) makes this site a comprehensive resource for all.
www.trovix.com	Here's a rough map to our more than 3,500 pages of career development and job Trovix's search content! free search engine makes the job search process more personalized. Users input their work experience and

	qualifications and the site matches results to what info they have given. Trovix also has an innovative feature called Job Map, which allows you to type in your location and see on Google Maps how many jobs are available in your area.
www.tweetmyjobs.com	One of the newest sites to take advantage of social media, TweetMyJobs supplies Twitter users with instantaneous job listings that are derived from TweetMyJobs' Job Channels.

Targeted Resume Distribution

www.asanet.org	Executive Level - Trade Associations, memberships, etc.
www.leadersonline.com	Leaders Online
www.netshare.com	NetShare
www.recruiterconnection.com	Recruiter Connection
www.resumerabbit.com	Resume posting over multiple sites
www.xpostit.com	Xpostit
www.ritesite.com	Executive Level

Other Job Sites:

- www.4employment.com
- www.job-hunt.org
- www.ajb.com
- www.ajb.com
- www.bestjobsusa.com
- www.brassring.com
- www.careercentral.com
- www.careercity.com
- www.careerexchange.com
- www.careerjournal.com
- www.careermag.com
- www.careermosaic.com
- www.careerpal.com
- www.careerpath.com
- www.careershop.com
- www.careersite.com
- www.careerweb.com
- www.career.com
- www.careerbuilder.com
- www.careercast.com
- www.careerdallas.com
- www.careers.org
- www.chiefmonster.com
- www.choicecareers.com
- www.computerjobs.com
- www.cooljobs.com

www.coolworks.com
www.copernic.com
www.craigslist.org
www.dallasnews.com/classifieds/jobcenter/
www.dallasemploymentnews.com
www.des-inc.com
<http://dallas.marketingpower.com>
www.jobcenter.dallasnews.com
www.dfwemployment.com
www.dfwima.org/
www.dfwjobs.com
www.dice.com
www.directemployers.com
www.directseek.net
www.employment911.com
www.employmentnewsonline.com
www.eprairie.com/career/
www.escapeartist.com
www.exbigfive.com
www.execunet.com
www.executiveresources.org
http://careers3.peopleclick.com/client40_frbdallas/bu1/external_pages/JobSearch.asp
www.firsttuesday.com
www.flipdog.com
www.freeagent.com
www.jobstar.org
www.grassisgreener.com
www.hallkinion.com
www.headhunter.net
www.help-wanted.net
www.hirediversity.com
www.hotjobs.com
www.hound.com
www.hrcandidates.com
www.hrsavvy.com
www.jobsafari.com
www.indeed.com
www.jobcenter.dallasnews.com
www.jobcentral.com
www.jobfactory.com
www.jobfly.com
www.job-hunt.org
www.job-listings.com
www.joboptions.com
www.jobsafari.com
www.jobsearchengine.com
www.job sleuth.com
www.jobourcenetwork.com

www.jobsonline.com
www.jobswanted.com
www.jobs.com
www.jobs-careers.com
www.jobsourcenetnetwork.com - Links to other Job websites
www.marketproinc.com
www.marketingjobs.com
www.monster.com
www.careers.msn.com
www.myjobsearch.com
www.nationjob.com
www.netshare.com
www.net-temps.com
www.overseasjobs.com
www.recruitersonline.com
www.resumerobot.com
<http://jobs.retirementjobs.com/careers/resumes/profile>
www.searchtools.com
www.skillhunter.com
www.kryltech.com
www.hrcandidates.com
www.txjobs.com
https://wit.twc.state.tx.us/WORKINTEXAS/wtx?pageid=JS_POSTING_BROWSE_SEARCH&t=1170954110509
www.thecareercompany.org
www.theladders.com
www.topechelon.com
www.topica.com
www.truecareers.com
www.txjobs.com
www.wantedjobs.com
www.wantedjobs.com
jocsoft.com/jwf/index.htm
www.workintexas.com
www.worktree.com

Federal Government Jobs

<http://www.usajobs.org/> - USAJobs is the official job site for the U.S. government. With the government looking to significantly increase spending during the next few years, looking at federal jobs might not be a bad move if you're in a tough place.
www.ajb.dni.us - America's JobBank, government jobs

Green Jobs

<http://greenprofs.com/green-jobs/>
<http://www.sustainlane.com/green-jobs>

Hourly Jobs

www.snagajob.com - searchable by zip code - SnagAJob is basically the antithesis of sites like TheLadders and Execu|Search, as its focus is on hourly employment only. The site has partnered with companies like 7 Eleven, Red Lobster, etc, to bring the most up-to-date hourly job openings.

Sales Jobs

www.Businessservicesalesnetwork.com
www.Consumer-salesnetwork.com
www.Energysalesnetwork.com
www.Financialsalesnetwork.com
www.Industrialsalesnetwork.com
www.Medicalsalesnetwork.com
www.Pharmaceuticalsalesnetwork.com
www.Retailsalesnetwork.com
www.Softwaresalesnetwork.com
www.Technologysalesnetwork.com
www.Telecomsalesnetwork.com
www.Vehiclesalesnetwork.com

Six Figure Jobs

<http://www.6figurejobs.com/>

<http://www.hundredk.com/>

<http://www.theladders.com/> - Paid subscription - This job site has branded itself as the place to look for \$100,000+ jobs only. Job seekers have to pay \$30 per month to fully take advantage of the site's services.

Technical Jobs

<http://www.dice.com/>

Temporary Jobs

<http://www.net-temps.com/>

<http://sologig.com>

<http://itjobcafe.com>

Other Sites:

<http://online.wsj.com/community>

www.wsj.com/reinvent <<http://www.wsj.com/reinvent>

30.5 Secure your digital footprint - Social Networking

Think of the internet as being a two part strategy. The first part is the traditional job boards (i.e. Monster). You post your resume and find jobs that were listed by a company for a fee, recruiters also pay a fee to have the ability to search the database of all resumes.

The second part is much newer. It is the social networking concept of the internet. Here you take control of your profile, information, who you meet, who you want to meet and who you do not want to meet. The power of Social Networking is that you get to network with the whole world from your home pc and not just meet one person but have access to their network. This is as powerful as compound interest is to savings. Books are written on this topic. However, we will highlight the major points to be aware of.

LinkedIn

www.linkedin.com If you are not on it, get on it. Use your current resume for the time being to populate your profile. Start connecting to friends, past-current colleagues and people you meet. The strength of Linked In is the 3 degrees of separation. For example if you have 100 contacts you know in LinkedIn (aka 1st degree contacts) and they each have 100 contacts (aka 2nd degree contacts) and those persons each have 100 (aka 3rd degree contacts) it does not take long before you can network with over 1 million people – that is powerful.

Remember when you are networking always ask if you can “link in” with them. This will grow your network fast with people you know and take you out of the loop of networking with everyone at the office whose contacts you already know anyhow. (Do not forget “free is always better” applies here to)

The screenshot shows the LinkedIn interface. At the top, there's a navigation bar with "LinkedIn" logo and dropdown menus for "People", "Jobs", "Answers", and "Companies". Below this is a search bar with the text "Explore People Search: Engineer at IBM - Internet - Senior Consultant" and a "Search People" button. The main content area is titled "People" and displays the profile for "Bill Gates". The profile includes a profile picture, a title "Technologist, philanthropist", and location "Greater Seattle Area | Computer Software". A summary of his current and past roles is shown: "Current" includes "Co-chair at Bill & Melinda Gates Foundation", and "Past" includes "Chairman at Microsoft". It also lists "Connections" (5), "Websites" (Microsoft Corporation, Gates Foundation), and a "Public Profile" link. A yellow banner below the profile states: "Expanded profile views are available only to premium account holders. Upgrade your account." The left sidebar contains navigation options: Home, Groups (with a list of groups like "Sales Best Practices", "American Marketing Association, Dallas-Fort Worth Chapter", etc.), Profile (with options like "Edit My Profile", "View My Profile", "Recommendations"), Contacts (with options like "Connections", "Imported Contacts", "Network Statistics"), Inbox (5) (with options like "Compose Message", "Received (5)", "Sent", "Archived"), and Applications. At the bottom of the sidebar is a green "Add Connections" button.

Everybody who is anybody is on LinkedIn. Keep in mind LinkedIn is not just for out of work folks. It where you maintain and sustain your network, launch a business or promote a service. Once you get your linkedin profile set. Take a few minutes to tighten things up. Use a photo. A nice headshot in professional dress (not cooking burgers in the back yard)

Take advantage of the ‘Public Profile’ link to personalize it with your name. Getting rid of the default alpha/numeric stuff that is placed there by default. You want to use this URL on your business card in conjunction with your email. LinkedIn is an excellent platform for highlighting who you are and what you do. You control who you are and how you appear on LinkedIn – no one else does.

Fill out the form at the bottom of your profile with your email address and phone number (skip the stuff about where you live, if you are married, etc if you would like – I do). This information is added to the v-card people can download from you after you accept or they accept your invite.

In the Summary section make sure to add “Please contact me at:” then list your email and phone number. Anyone searching your profile will not scroll down to the bottom of the page to find this. Make yourself easy to contact. Companies and recruiters love doing searches (for free) in LinkedIn. When they find someone they like the want to contact you – make it easy to call you.






Twitter

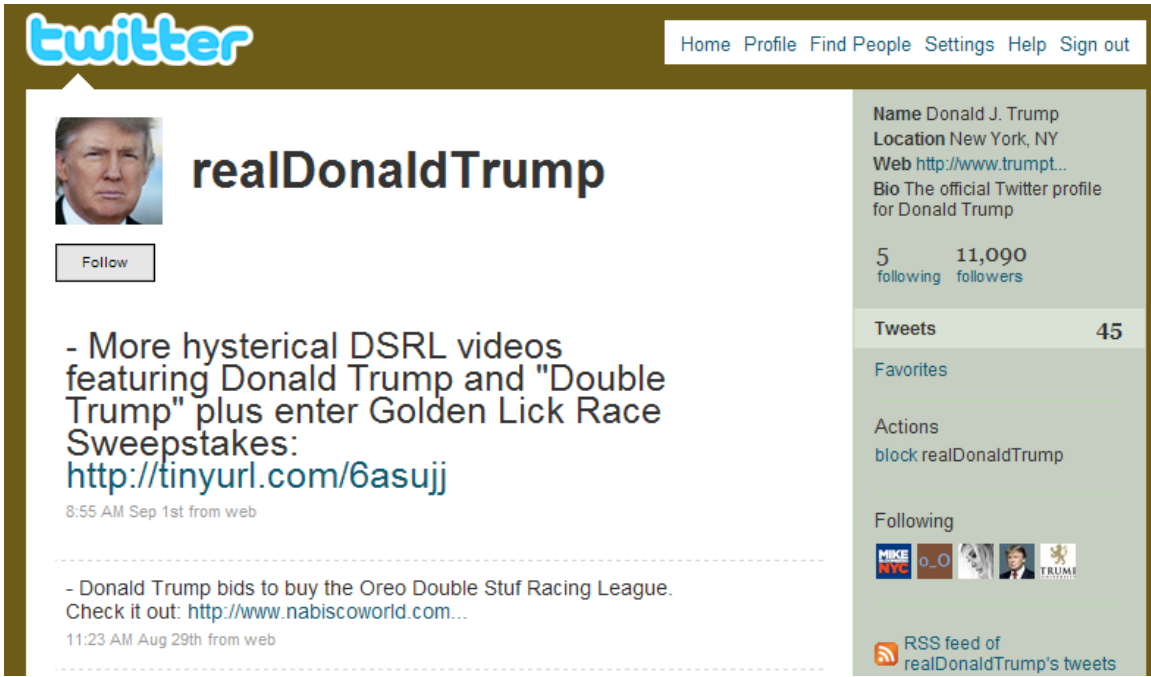
One of the fastest growing Social Networking applications out there is Twitter, yes Twitter. Forget what you think of Twitter it is the fastest growing way companies find employees! Twitter only allows you 140 characters to get your message out. So you can see, you must be focused, targeted and on point to use twitter. However, Twitter is an excellent exercise in getting focused. So start now.

Getting started is easy. Go to www.twitter.com and take out a user name. Before we proceed, a brief word on Personal Branding. Personal branding does not imply the cute use of numerous adjectives – it is simple..... <Your Name> + <What you do>. An example would be John Doe Sales Manager OEM. This is simple and this will be used over and over again – establishing your brand (i.e. Business Cards, LinkedIn, etc).

So on Twitter we will get a little cute...try a username like ‘SaleMgrOem’. This is how people will see you in Twitter – Sales Manager OEM. Keep in mind, Twitter is a game of following and being followed. Once some goes to your Twitter site (drawn there by something useful you tweeted about Sales Management in the OEM business) they will see your professional profile and photo with name. Twitter is not LinkedIn but both are social and both should share your brand.

Donald Trump is an excellent example of how one person can have multiple twitter pages for the same person but different branding needs, opportunities or businesses.

	DonaldJTrump Donald J. Trump Donald Trump and Celeb Apprentice Fan Page. 45,023 followers · from New York, NY · updated about 7 hours ago	Follow
	realDonaldTrump Donald J. Trump The official Twitter profile for Donald Trump 11,341 followers · from New York, NY · updated 8:55 AM Sep 1st	Follow
	TrumpsHair Donald Trump's Hair I'm on top of the man who is on top of the world. 638 followers · from On Top of Donald Trump's Head · updated 3:10 PM Sep 4th	Follow
	Dontrump Donald Trump Path to Abundance 493 followers · from Canada · updated 3:12 AM Apr 19th	Follow
	YOUUAREFIRED Donald Trump 476 followers · updated 9:16 PM Jun 12th	Follow



The screenshot shows the Twitter profile for 'realDonaldTrump'. At the top left is the Twitter logo. To the right are navigation links: Home, Profile, Find People, Settings, Help, Sign out. The profile header includes a profile picture of Donald Trump, the name 'realDonaldTrump', and a 'Follow' button. The bio reads: 'The official Twitter profile for Donald Trump'. It shows 5 following and 11,090 followers. There are 45 tweets. A recent tweet is visible: '- More hysterical DSRL videos featuring Donald Trump and "Double Trump" plus enter Golden Lick Race Sweepstakes: http://tinyurl.com/6asujj' posted at 8:55 AM Sep 1st from web. Below it is another tweet: '- Donald Trump bids to buy the Oreo Double Stuf Racing League. Check it out: http://www.nabiscoworld.com...' posted at 11:23 AM Aug 29th from web. On the right side, there are sections for 'Tweets', 'Favorites', 'Actions' (with a 'blockrealDonaldTrump' link), 'Following' (with profile pictures of Mike NYC, o_o, and TRUMP), and an 'RSS feed ofrealDonaldTrump's tweets' link.

One issue with Twitter is that it is not very intuitive to use. From the screen above you can; find people, change your settings, follow people, see who is following you, create groups, find jobs, target companies. The good news is that there are any number of third party applications (for free) that make Twitter very easy to use for any specific need. Below are just a few noteworthy links.

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 – just like Indeed.com but for Twitter. I have seen less than 20% overlap. You can sign up for a daily digest of jobs.

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

-www.Jobshouts.com twitter job announcements – similar to an aggregator

-www.Tweetcruit.com

Twitter Resume Format

-<http://www.twtjobs.com/> This is a Twitter resume template (based on 140 characters) fill this out, save the URL and you can re-tweet

-<http://www.twtbizcard.com/> This is a Twitter business card template (based on 140 characters) fill this out and save the URL to send to contacts.

Twitter Manager for the Desk Top

-www.twitterdeck.com is a Twitter desktop utility (for free) that lets you manage many aspects of Twitter without having to use Twitter (there is also an iPhone app for free). Great utility – highly recommend

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

Twitter User Check List

Get a Twitter account. Start using that personal brand.

Use Tweetmyjobs.com to find job postings on Twitter (i.e. like Indeed)

Follow people. Search on Recruiters (#recruiters) and follow them. Also, let people follow you (unless their profile looks strange or un-professional).

Keep in mind you have only 140 characters to get your thoughts out. NOTE: keep your messages to 130 characters and this makes it easier for people to RE-Tweet you, re-tweet is the sincerest form of flattery on Twitter. Make sure you re-tweet things you like.

Tweet at least twice a day on a topic you know something about. If you are in HR tweet on HR, Sales then on Sales, etc..

Use Twitter to search on company you are interested in. If you can find a contact in LinkedIn you may find something here. You may find out a lot more – people have loose lips on Twitter and think hiding behind a Username gives them the autonomy to say anything they like (some times true)

NOTE:

When you get a LinkedIn invite you will see three options at the bottom of it. One is to accept the invite, the other is you do not know the person the last one is to archive. LinkedIn etiquette for an invite from a person you do not know is NOT to choose the do not know the person, but to select the archive option. If the same person comes back, then select the do not know the person. The do not know the person option actually gives the sender a black mark. LinkedIn will email this person alerting them to not spam and if it continues LinkedIn will even suspend you. This is how they control spam.

Always go with archive first. You may eventually get a LinkedIn email yourself. We all have sent an invite to a former colleague wondering how old Bill is doing. Well, you may not be top of mind to old Bill and he innocently hits the do not know the person button. Error on the side of caution.

Blogs

Blogs are a great tool to not only get found on the web but to promote yourself as well. Like Twitter you must have something to say – make it about what you know and do (i.e. focus on the job you want). Blogs can be lengthy and you are not tied to 140 characters like on Twitter. In most cases set a scheduled time for posting your Blog, make it weekly or bi-weekly and stay with it. Keep in mind that Social Networking helps you set your own professional identity and to get you noticed. People want to network with, recruit, hire and contract the people that have the greatest professional presence on the web.

Like all things on the web you will need to create a username and in most cases this username is used by the site to create your personalized URL – so use your name (the one being used for branding – be consistent if possible Joseph will search differently than Joe on the web)

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

- www.blogspot.com is another popular free blogging site.

-www.ojr.org/ojr/images/blog_software_comparison.cfm comparison of popular blog software.

Google

Google Profile

Most people overlook the most common name in computer searching – Google. Google will let you create a personal profile, ensuring you are always on page 1 of Google. After all your goal is to be found by a Google search. If not for a job, to ensure that you control the message tied to your name. Particularly important when companies do a search on you to check out your “character”.



Go to Google and the search box type in ME. This will take you to the Google profile page. From here you upload your picture (same one from LinkedIn, Twitter, etc) along with your professional bio.

Make sure you list all your personalized URLs you have to date – like LinkedIn, Twitter, Blog, etc.. As you get new ones come back and add them. This “nesting” of URLs tied backed to Google helps to promote your other site in Google searches.

Keep your message simple and to the point. Use the same verbiage from your LinkedIn site – be consistent. You do not want to be looking for Project Manager role on one site and CFO on another.

The name you use will now be on Page 1 of a Google search at the bottom. This where Google reserves space for anyone with a Profile.

Yahoo has a similar mechanism but not as strong as Googles (go ahead and do one on Yahoo but make sure you do one on Google).

One final note on Google. To make sure Google finds your URLs, make sure you register them with Google. As opposed to Google finding you – this make take awhile.

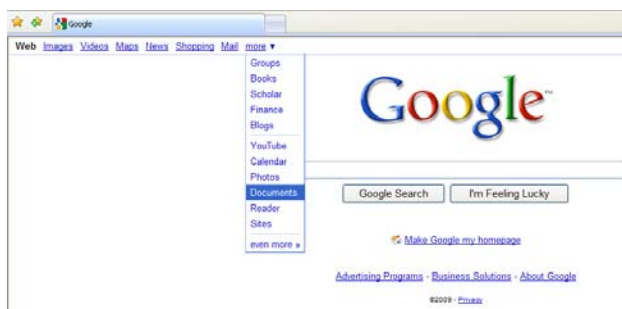
This link will let you force register your URLs with Google (do this for ALL URLs you have and will get in the future!) www.google.com/addurl/?continue=/addurl

Google Resume

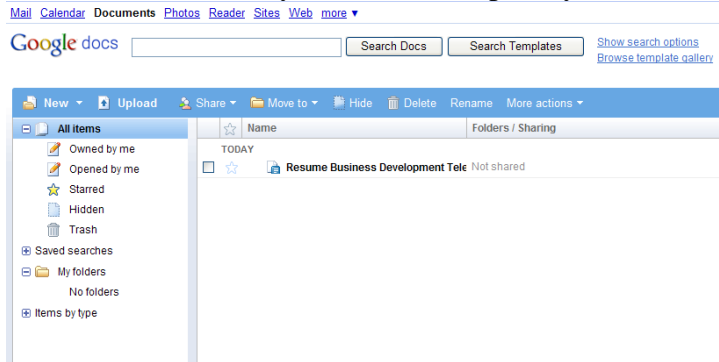
Another neat Google tip is posting your resume to Google as a ‘web page’ using Google Documents. This puts your resume directly out on the internet and makes it searchable.

Here are the steps:

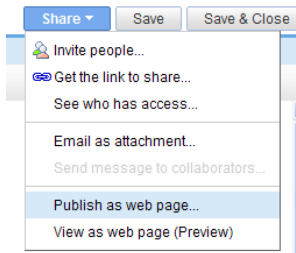
Go to Google, from the toolbar select MORE, then DOCUMENTS from the dropdown.



From the Google Docs screen, select NEW. This will allow you to upload your resume from a word file. Likewise, you can cut and paste your resume in to the Google Doc.



From the Google doc toolbar select SHARE. Then select PUBLISH AS A WEB PAGE. Make sure you share – otherwise you will not have a searchable document. Keep track of the URL Google assigns to this document (i.e. use it on Twitter, Blogs, etc).



Facebook / MySpace

Yes you should do a Facebook and MySpace page. Think of them as digital billboards on the internet. Your long lost college buddies may not all be on LinkedIn, so they may find you on Facebook or Myspace. If they do find you – direct them to LinkedIn. LinkedIn is my only digital rolodex. I only ever ask people to join my on LinkedIn, the digital billboards as I call them serve two purposes.

Get found by people that you want to network with. That said Facebook does have applications to help you improve your Facebook profile to find jobs or join professional groups on Facebook (not all groups are for beer tasting or knitting). MySpace is not as strong. Controlling your digital footprint. Like it or not a prospective hiring company is going to type your name into Google to see what they find. I would rather them find a whole bunch of websites that have my professional picture and professional bio in a presented in a professional format. Than leave it up to chance that they find the wrong John Doe.

Just like all sites remember your personal brand when taking out user names (remember the URLs for your Google Profile). Use your linked in photo again as well as your bio/summary.

Some useful Facebook links.

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

Facebook Job Hunting Apps

-<http://www.facebook.com/apps/application.php?id=2358483321> LinkedIn app

- <http://www.facebook.com/apps/application.php?id=2389654138&b&ref=pd> SimplyHired app
- <http://www.facebook.com/apps/application.php?id=2244064782&ref=s> Jobster app
- <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.

Who should I add to Facebook and MySpace?

Once you have set up a Facebook and MySpace account “friends” come out of the wood work, most you do not know. My rule is simple. If I know you professionally from LinkedIn and you have a professional site I will add you. This does not include friends and family, you are create a professional image, not exchanging recipes. I do not seek out “friends” on these sites. They are informational digital billboard

The Social Network Facts

(ref Jobvite Survey 5/20/09, Dan Schawbel)

So now you have LinkedIn, Facebook, MySpace, Twitter and a few other key internet items you may have heard about. But will they find me a job?

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](#)

Published in August 2009, is the fact that 45% of ALL US companies are now using some form of Social Networking to find new candidates and screen potential candidates.

Companies are moving away from the traditional job boards to Social Networking to find candidates – these sites are cheaper or free and offer them the ability to find what they are looking for versus getting 1000’s of blind job applications for a single job posting.

30.6 Business Cards

Now you are ready for business cards. Business cards are a must for any professional looking for a job and networking. When you meet someone, hand them your business card and ask for their card in return. Business cards with have all the information you need that may not find on any Social Networking site (i.e. phone number) that you need for your contact database.

The best source of “near” free cards that are on heavy stock is www.vistaprint.com. There are two options;

250 Free cards plus shipping (~\$10). The choice of templates is restricted and you cannot edit the layout.

250 Paid cards (~\$10 onetime fee) plus shipping (~\$10). The advantage here is you have many more templates to pick from and can edit the layout of the card (i.e. type font, position, colors, etc). After this initial purchase you will receive near daily email offers of free cards. I paid the “tooling” fee once and have yet to pay for cards other than shipping.

Make sure that you have your basics on the card;

First Name Last Name (remember branding), Job Title your seeking (i.e. on LinkedIn), location (i.e. City, State not street address), Phone Number, email address (your professional looking one) and your LinkedIn profile URL personalized www.linkedin.com/in/thomasjacksonjr (note I have Jr add the end of my name – this was my only option since Thomas Jackson was taken). Get matte finish – NOT glossy. You cannot write on glossy cards and the ink will smear.

Use a LARGE font so that they can read your card. In the working world – the font size most companies use is too small. Make it readable.

Do not put anything on the back of the card – use it for notes.

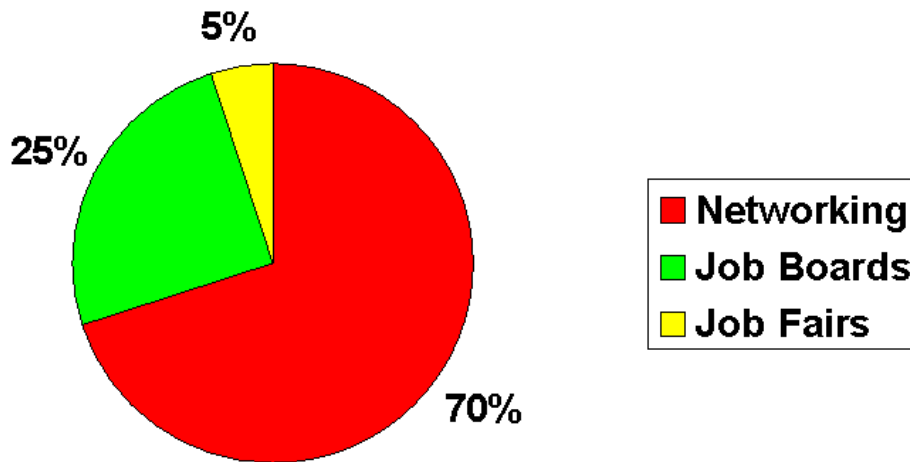
Once you get a card enter the info into your contact database (some say then throw the card out)

One last comment on business cards – the topic of contact databases. This is not the time to use a spreadsheet. Use Outlook’s address book or any software that supports v-cards. The v-card is the standard format by which you can exchange your information (digital business card) with someone via email. LinkedIn uses v-cards to allow you to download the information from the person you just linked to. Do not forget the ubiquitous Black Berries and iPhones all use v-cards to sync their address books (Outlook is very supported here). You will be networking and on the road soon. You want to know who is calling you as well as be able to call them – not the domain of the spreadsheet.

30.7 Search Strategy

How you use all of the information above in an effective job hunt strategy key to finding that job. Just sending out resumes on line will not find you a job, nor will having people find you on LinkedIn. First and foremost is setting priorities on both time spent and what items you spend it on.

Most HR and Recruiters will agree that 70% of the jobs come from networking and 30% from online job boards. Therefore, time spent networking is much more beneficial.



Here is how Networking is broken out:

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%

However, the online strategy should not be ignored. Just balance how much time you spend networking versus sitting at home applying for jobs. Keep in mind that 80% of the jobs out there are not even posted.

The message here is that there is NO magic bullet – set a daily schedule based on your priorities and keep a log of those activities.

Some additional sites with great resources related to your search and search strategy:

www.search4uinc.com

www.careersolutions.com

www.crossroadsbible.org

30.8 Create your 30 second introduction

The 30 second introduction is the basis for almost any networking group you engage. It has to be clean, concise and focus on where you need help. If you do not ask for help you will not get any.

The basic outline for the 30 second introduction is very brief. Do not go into your story of how you got here, do not rant about you past employer just get to the point. The main purpose of the 30 second drill is to allow people here about you and you them. Then contact those people for a one on one to “network”. Also, if you have a targeted company list (I NEED) someone may

have a contact. If you do not have a targeted company list DO NOT say I am interested in any job that comes my way. If you lack focus how can someone else find it for you.

Outline

I AM: your name, your job title/function

I DO: summarize your most recent job or current background

I HELP: what is unique about how you help companies

I NEED: what you need help with – target companies, etc

I AM: close with your name

Example

I AM John Doe a professional Project Manager in Healthcare

I DO project management of medical devices

I HELP companies bring program in on time on budget

I NEED a contact at ACME Hip Replacement for the VP of PM

I AM John Doe

Nothing fancy – just the facts in under 30 seconds. For those of you who have a hard time standing up in a group and talking – practice at home in front of mirror. Being able to calmly and professionally talk about yourself is not second nature for most of us.

30.9 Start your target company search

A hard fact to deal with is that we do not know our own industries as well as we think. If we did, no one would have a hard time coming up with their targeted company list. The targeted company list is a list of companies (mostly aligned to our most relevant background) that we would like to work for. This is not a list of the most recent companies that came to you from an Indeed.com daily digest.

Sit down and list all your competitors, suppliers and customers. This would be an excellent starting point. There are three benefits from such a list. Firstly you have a background in this area and should be an easy fit, secondly you know people at these companies and thirdly you should network with these folks to begin to grow your network.

This list then becomes integrated into your 30 second introduction – only list two or three companies during your 30 seconds. You run over time and people cannot remember five companies – short, clean and concise.

Company Listings

<http://careerdfw.org/J/files/117-53-databases.html>

<http://www.inc.com/inc5000/2009/index.html> Company Research Websites

www.10Kwizard.com	10K Wizard
www.businessweek.com	Business Week
www.companysleuth.com	Company Sleuth
www.google.com	Google
www.hoovers.com	Hoovers
www.quicken.com	Quicken
www.recap.com	Recap
www.redherring.com	Red Herring
www.sec.gov	SEC
www.thomasregister.com	Thomas Register

www.vault.com
www.venturewire.com
www.wetfeet.com
www.wired.com

Vault.com
Venture Wire
Wetfeet
Wired.com

30.10 Identify and target networking groups

Now that you have the basics; business card, linkedin profile, resume, targeted company(s) list and good calling technique. Networking takes many forms, however, ultimately the most effective is one-on-one. The objective of a meeting with someone is NOT to ask them for a job, rather to ask them for advice and whether there are other individuals that they would recommend you speak with. Ultimately your new position will more than likely be found by networking and often someone you know who knows someone or who knows someone.

Sources of people to network with include:

- Former Colleagues
- Former Bosses
- Past Customers
- Past Vendors / Suppliers
- Professional Associations
- Retained Recruiters
- Staffing Firms
- Family
- Friends
- Neighbors
- Church Members
- Acquaintances
- Fellow Hobbyists / Clubs
- College/Fraternity Alumni
- Retailers You Use
- Professionals – Attorney, Doctor
- Internet Presence

Start by going through your list of contacts and grouping them. Then, rank each of the groups. Begin by calling to request a networking meeting with the top of each list and work your way through them.

What is Networking?

- Being Genuine
- Face-to-Face: one-on-one
- Sowing and Reaping: Being a powerful resource for others
- Seeking Advice / Information
- Asking Open Ended Questions
- Giving to Your Network, Maintaining It and Building Positive, Ongoing Relationships

Networking is NOT

- Asking for a Job
- Asking for a Job Lead
- Having Others Solve Your Unemployment
- About What I Need

30 / 60 / 90 Day "Rules of the Road"

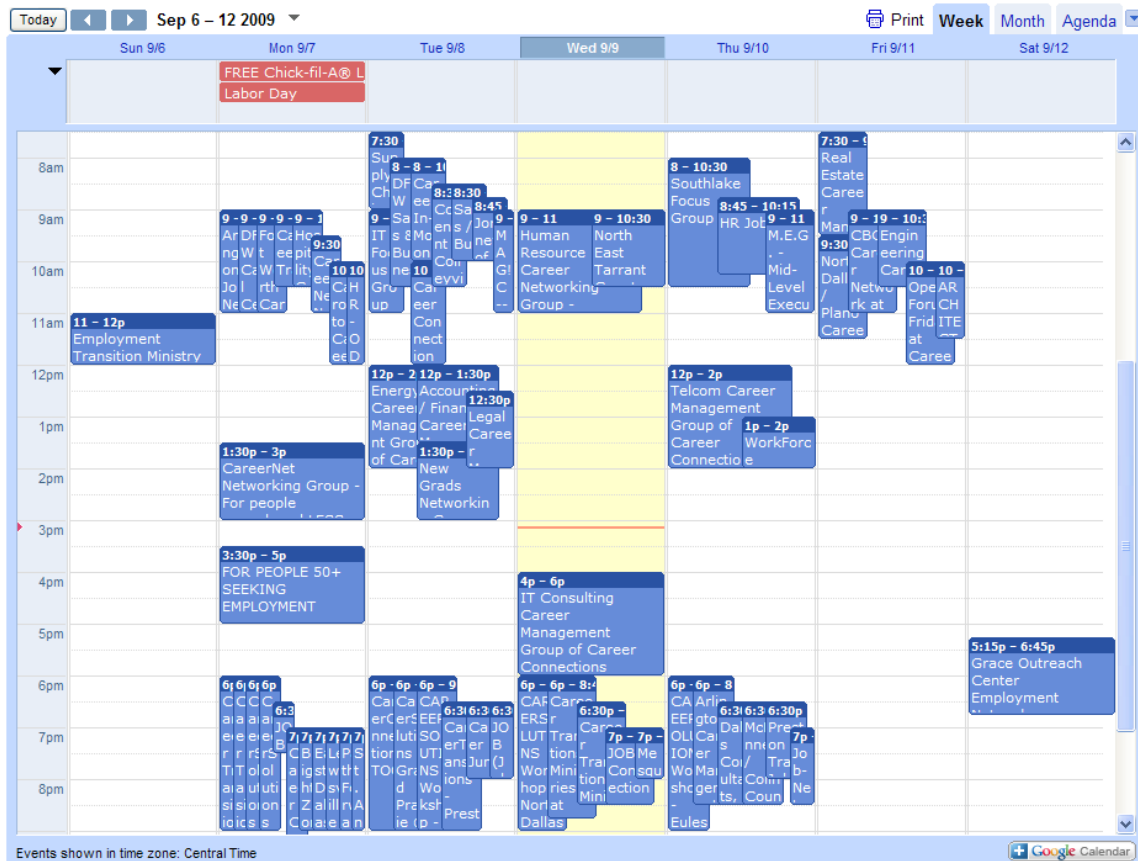
- Easy
- Collecting Contacts

Networking Plan

- Set a weekly plan (with clear goals/targets)
- Prioritize your contacts
- Force yourself to make calls
- Keep Records – who referred you to whom
- Send Thank You Notes and Follow-up
- Keep people informed & track who referred who
- Plan ahead two weeks or more
- Keep the meetings brief (20-30 mins.); respect others' time
- Be prepared with information & questions

In the DFW area there are dozens of networking groups. This is both a blessing and a curse. You do not want to join everyone, nor do you have the time to visit all of them. The simplest thing to do is to visit:

<http://careerdfw.org/J/calendar/83-groups-career-networking/160-career-networking-groups.html>



This is the weekly calendar (updated weekly) of any Networking Group that has notified Careerdfw.org of their meetings. View the calendar and visit a few that are near by.

In addition to just Networking/Focus groups careerdfw.org also list other meeting schedules.

Calendar

Check out what is going on in the DFW Area?

You can view and print the calendar with several different categories (see below) and different views (Week, Month, or Agenda.)

Click on one of the links below to see:

- **EVERYTHING** going on in the DFW area
- **Career / Job Fairs in the DFW area** (in pink)
- **Special Workshops or Events** (in gold)
- **Career Networking Groups Meetings** (in blue)
- **Business to Business Groups Meetings** (in light green)
- **Professional Organization Meetings** (in light purple)
- **Webinars, Teleseminars, Radio & TV Shows** about your career or other important topics for the unemployed (in dark purple)

Remember, anytime you leave the house or go to a meeting you are interviewing. When you go these meetings dress the part (business casual), bring plenty of business cards and note paper. Be ready help others and receive help.

Once you visit a few groups, find one that YOU like. Finding a good networking group is a personal choice – much like looking for a church. Start attending the meetings. But always balance your priorities. It is very easy to become a Group ‘Groupie’. From the list above you can go 24/7 and never apply for a job or network with someone one on one. Always keep your activities in balance with your priorities.

NOTE:

The large number of groups are free. However, there are some fee based groups and these groups are worth the time to investigate. Most all of them will let you attend without joining.

30.11 Get a job log

Now that you have everything to get started, you need a way to keep track of things. I would suggest creating an excel sheet. The goal is to track everything you do to ensure your priorities are being followed, you keep record of who you contacted and keep record of who you need to follow up with.

30 / 60 / 90 Day “Rules of the Road”

Raw Data Report															
Name:															
Note: Data Input in Yellow Area If no activity for a category for a particular week enter 0 do not leave blank															
Search Week Number	Week Ending (Sat.) MM/DD/YY	Hours	LETTERS / EMAILS					CONTACTS							
			Direct Mail	Ads	Search Firms	Other	Total Letters	General Network	Targeted Contacts			Follow Up HM & HM+	Total Contacts		
									Misc.	Peer	Hiring Manager HM			Hiring Manager & Above HM+	
1															
2	1/7/1900														
3	1/14/1900														
4	1/21/1900														
5	1/28/1900														
6	2/4/1900														
7	2/11/1900														
8	2/18/1900														
9	2/25/1900														
10	3/3/1900														
11	3/10/1900														
12	3/17/1900														
13	3/24/1900														
14	3/31/1900														
15	4/7/1900														
Add A New Line		<--- Click to add an additional row													
Total		0.0	0	0	0	0	0	0	0	0	0	0	0	0	
Average / Week		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
Column definitions are on the second worksheet tab										Consolidated HM & HM+					
										Total	0				
										Avg./Wk	#DIV/0!				

The above is just one example. I like to keep my “job applications sent” separate from “networking groups attended” separate from “phone calls/coffee meetings” separate from “recruiters”. Bottom line, find a system that works for you that does not rely on your brain/memory or paper and stick to it. Nothing is more frustrating than getting a call back on a job application that you cannot remember submitting. Also, when networking this type of log is invaluable to know when the last time you corresponded with someone or spoke with someone. Get organized!

30.12 Choose your contact database method

My favorite contact database method is the ADDRESS BOOK in Outlook. Outlook can accept and send v-card format contact information (remember LinkedIn will let you download a person’s contact information as a v-card). All the higher end cell phones will synchronize with Outlook. Therefore, I keep my cell phone’s phonebook current with my Outlook phonebook. I know there are other ways – just make sure it is simple and widely supported by a number of platforms. This is not a time to be unique.

30.13 Signup for Unemployment

If you have not done so by this time. Sign up for unemployment with the Texas Workforce Commission. It is money you are owed and you should collect.

<http://www.twc.state.tx.us/>

Note: we are not experts on this topic – this information is for example purposes. You will be paid every two weeks, once your application has been approved. The amount of money you will collect is based on how much you made at your previous job. At present the maximum payout every two weeks in Texas is \$814 (\$1,600 per month). There is a formula provided by TWC that explains in detail how the state comes to this figure. The important thing is. The more you draw every two weeks the faster you burn through your allocated funds. CONTACT TWC FOR SPECIFICS.

30.14 Create your calling scripts (aka Overcoming Call Reluctance)

In order to effectively start networking and calling folks it is important to have a calling script. The "calling script" is an effective way to focus your thoughts on what to say on the call. Never memorize a script for one important reason. The call may not go according to "script" – you must always be prepared to adjust to the situation.

If the gatekeeper wants to send you to HR (i.e. not the targeted person), 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."

Read the following and practice. Practice on a "stranger" you just met at a network meeting and want to have coffee with. Then ask them how it sounded.

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"

No matter who you call NEVER ask for a job – NEVER! You always want to ask for help, assistances, guidance or information. Too many people start the call with I NEED A JOB, do you have one? Yes this is what you want – but it is not how you ask. Below are several scripts for reference. They are arranged by type of call (thanks Dennis O'Hagan and his group for these sample scripts)

Four basic call scenarios:

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

"L 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?"

Overcoming roadblocks:

"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 than 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.

Voice Mail

The other side of calling folks and having a call script strategy. Is what to do if you have to leave a voicemail. Remember, you must adapt to all situations. Even if you were all ready to say "Hello" and got voicemail. You must say something and say it effectively. Nothing is a bigger turnoff than a poorly left incoherent voicemail because you were caught off guard. Here is an example of a bad voicemail and several examples of good voicemail technique (Ladders, 2009).

Bad Voice Mail:

"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.

Good Voice Mail technique:

"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.

Call Tree

A call tree is an excellent way to organize your call flow – what to say when they answer, push back or you get rolled to voice mail.

Telephone Map		Response	Decision Maker	Response
	Decision Maker	1	1	1
1				
		2	2	2
		3	3	3
		1	1	1
Introduction				
	2	2	2	2
		3	3	3
		1	1	1
	3	2	2	2
		3	3	3
		1	1	1
	4	2	2	2
		3	3	3

Call Blueprint

Another useful tool is the call blueprint. This is a single page with all your notes organized. You do not want to get flustered trying to remember how Bob knows Betty from what group. Always be organized prior to lifting the receiver.

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?

60 Days

1. Joint an accountability group
2. Identify groups that you wish to continue to network with
3. Continue to find new groups and associations to meet new people to network with
4. Join associations that not only are in your area of expertise but compliment your target companies
5. Register for interim consulting (<http://www.glgroup.com/>)
6. Volunteer Somewhere – it’s good for you and good for them!
7. Target list of companies identified and refines (see <http://www.thomasjackson.info/>) Sale Fish for help
8. Update your footprint weekly on all sites (job boards, LinkedIn, Facebook etc) – People need to find you!
9. Link to people you meet and grow your network
10. Begin to become an expert on LinkedIn – participate and answer questions, recommend people, use the job search function!
11. Target the recruiters in your sector on LinkedIn and create a contact plan of action
12. Use these “Tips and Tricks” routinely now

60.1 Identify key networking groups

After you visit a number of the networking groups it should become pretty obvious to you which ones you like and feel can be beneficial. With so many groups in the DFW area it is important to choose only a few groups to attend. You do not want to be spending all your time group meetings. Groups are great places to meet people to network with – but can be hard to network at. Another option is just rotate between groups, go to one group one week then another the next week. Do not become a group – groupie.

60.2 Join or Form an Accountability Group

The single most important weekly activity you can do is an accountability group. Accountability groups are small groups (I like fewer than 5), typically of common industrial backgrounds or skills (or not) that are motivated and working to find a job. The goal of an accountability group is to keep one another on track, provide emotional support and give you a kick in the rear when you need one. This is why smaller is better. No one wants to be called out in front of forty people.

How do you find an accountability group? Networking. Now that you attending a network group or two, you have probably found several people that you have something in common with. Ask these people if they belong to an accountability group. If yes see if you can join them. If not then ask them if they want to start one.

A properly run accountability group will help you increase your job search effectiveness tenfold. The goal is to share tips and help others and that’s it – not talk sports.

Critique each other’s resume

Discuss which network groups are best and why

Swap job leads, recruiter phone numbers, etc

Do mock interviews. Both in person and on the phone.

Each member should write down specific goals for the week (number calls, meetings, etc) and report back to the group each week. If you fall short have group help understand why. There are no excuses, just corrective action. Keep it positive.

Help one another and listen to one another.

60.3 Continue to find new groups and associations

In addition to the Networking/Focus Groups there are also numerous professional groups (i.e. employed folks go here) and other type of Association meetings (i.e. Chamber of Commerce meetings). Just like the Networking/Focus Groups are great support for job seekers.

Professional groups and associations are great leads on new companies, hot topics that keep you relevant and expands your network (remember to bring business cards and ask to link in).

A good site to find groups of common interest is <http://www.meetup.com>. You can ask folks as part of your 30 second for “help finding professional groups” or make a homework assignment for you accountability group.

60.4 Join groups and associations outside your area of expertise

One common item overlooked by many is networking outside of your industry or area of expertise. Many network groups and professional associations are aligned to specific industries and skill sets (i.e. American Marketing Assoc. or Executive Round Table). To broaden your network attend an HR network meeting if you are not in HR or attend an IT meeting if you are not in IT. These are great ways to not only grow and expand your network but meet other people that may be decision makers later in life. Who better to network with than HR if looking for a job. Or network with IT professionals if you are in IT sales – when you get that job you already have contacts. Think outside of the box.

60.5 Register for interim consulting

Most people have years of experience in a particular skill set. There are people who will pay for that knowledge without you having to go to the expense of setting up a consulting company. One such portal is the website www.glgroup.com. This web site allows you to post your credentials and your fee (based per hour – shoot high >\$200/hr). Then people (i.e. venture capital folks, researchers and other consultants) will contact you to set up a phone call (usually an hour session) and ask you questions. The GLGroup handles the billing. Easy way to make some cash.

Note: I would strongly suggest getting a tax id (EIN) prior to applying. The EIN provides a company with a tax id number for the IRS without sharing your personal social security number with world. You do not need to have an LLC to get an EIN.

<http://www.irs.gov/businesses/small/article/0,,id=98350,00.html>

Other Consulting Websites

www.biztalk.com	Biz Talk
www.elance.com	Elance
www.gmarketing.com	Guerilla Marketing online
www.guru.com	Guru
www.icplanet.com	IC Planet
www.quicken.com/smallbusiness	Quicken
www.sbaonline.sba.gov	SBA Online
www.score.org	Score
www.sologig.com	Solo Gig
www.itjobcafe.com	Contract and Permanent Positions
www.ultimateconsulting.com	
www.climbers.com	

Executive Temp Agencies

www.cfotogo.com	CFO to Go
www.flexexecs.com	Flex Execs
www.grayhairmanagement.com	Gray Hair Mgmt
www.msquared.com	M Squared
www.talentmarket.monster.com	Talent Market

60.6 Volunteer

If you are doing everything you should be doing to find a job. You should be very busy. So busy, a full time job would be a break. However, volunteer for something. Volunteering is

good from two standpoints. Firstly, it allows you to account for your time out of work (everyone is looking for a job – show you are different) and secondly volunteering is a good way to give back and help. Volunteering runs the gambit from non-profit groups, soup kitchens and church.

The Center for Non-Profit Management and Entrepreneurs Foundation have teamed to match non-profits needs with available un-employed people:

www.cnmdallas.org

You may also try emailing Denise campos at: campos@CNMDallas.org

60.7 Refine your target list of companies

By now your targeted company list is probably a reflection of the job boards and what you have heard at networking groups. It is important to remember two facts; there are more companies in your industry than you know and over 80% of the jobs are not posted. Your company target list needs to contain companies in your focused area – not companies that have jobs posted (remember 80% of the jobs are not posted). You need to develop that list and it should be large, then focus on 5 companies a week.

Focus by:

Search LinkedIn to see who you know that knows someone.

Ask your accountability group for contacts

Ask during your 30 sec commercial

Send the list to friends.

After one to two weeks refresh the list with another five companies.

I hear this all time “But I do not know any more companies in my industry”. The answer is you have not tapped all the resources the web has. No problem – no one has. The two best FREE resources (check your local library for free access) are Reference USA and the Dun and Bradstreet Million dollar resume. Virtual every company in the USA is listed here and sorted by industry code. If you do not have library card get one (it is free).

30 / 60 / 90 Day "Rules of the Road"

Records Found 65 [Back to Search](#) | [Print](#) | [Change View](#) **Download Records**

Sort ① Sales Amount and ② Select Column Range (up to 100)
 Checked Records (0)

« Prev | Results 1-30 | Next » Jump to Result # Go **Build Files**

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

Above is a snapshot of the first 8 of 65 wireless companies in DFW (via Dun and Bradstreet). The data displayed on the screen is only a fraction of what you get when you download the data to an excel sheet.

If you live in DFW, you are in luck. Tom Jackson has compiled a database list in excel of nearly 14,000 companies in DFW sort able by industry (oh yeah and it is free).

Extraneous columns have been removed to ease sorting - DFW NAICS is the complete version

Industry Type Sort Criteria: Hi Level to Lo Level

NAICS_1	NAICS_1_Desc	NAICS_2	NAICS_2_Desc	NAICS_3	NAICS_3_Desc	Company
33	Manufacturing	334	Computer and Electronic Product I	334210	Telephone Apparatus Manufacturing	Glow Networks Inc
33	Manufacturing	334	Computer and Electronic Product I	334210	Telephone Apparatus Manufacturing	Glow Networks Inc
33	Manufacturing	334	Computer and Electronic Product I	334210	Telephone Apparatus Manufacturing	White Rock Networks Inc A De
33	Manufacturing	334	Computer and Electronic Product I	334210	Telephone Apparatus Manufacturing	Fujitsu Network Communications
33	Manufacturing	334	Computer and Electronic Product I	334210	Telephone Apparatus Manufacturing	Alcatel USA Marketing Inc
33	Manufacturing	334	Computer and Electronic Product I	334210	Telephone Apparatus Manufacturing	Alcatel USA Marketing Inc
33	Manufacturing	334	Computer and Electronic Product I	334210	Telephone Apparatus Manufacturing	Estech Systems Inc
33	Manufacturing	334	Computer and Electronic Product I	334210	Telephone Apparatus Manufacturing	Connectivity Technologies Inc
33	Manufacturing	334	Computer and Electronic Product I	334210	Telephone Apparatus Manufacturing	Connectivity Technologies Inc
33	Manufacturing	334	Computer and Electronic Product I	334210	Telephone Apparatus Manufacturing	Connectivity Technologies Inc
33	Manufacturing	334	Computer and Electronic Product I	334210	Telephone Apparatus Manufacturing	Hikari Corp
33	Manufacturing	334	Computer and Electronic Product I	334210	Telephone Apparatus Manufacturing	InterVoice Inc
33	Manufacturing	334	Computer and Electronic Product I	334210	Telephone Apparatus Manufacturing	Etalk Corp
33	Manufacturing	334	Computer and Electronic Product I	334210	Telephone Apparatus Manufacturing	Etalk Corp
33	Manufacturing	334	Computer and Electronic Product I	334210	Telephone Apparatus Manufacturing	Etalk Corp
33	Manufacturing	334	Computer and Electronic Product I	334210	Telephone Apparatus Manufacturing	Etalk Corp
33	Manufacturing	334	Computer and Electronic Product I	334210	Telephone Apparatus Manufacturing	Aastra USA Inc
33	Manufacturing	334	Computer and Electronic Product I	334210	Telephone Apparatus Manufacturing	Aastra USA Inc
33	Manufacturing	334	Computer and Electronic Product I	334210	Telephone Apparatus Manufacturing	Alcatel USA Inc
33	Manufacturing	334	Computer and Electronic Product I	334210	Telephone Apparatus Manufacturing	Genband Inc
33	Manufacturing	334	Computer and Electronic Product I	334210	Telephone Apparatus Manufacturing	Nortel Networks Inc
33	Manufacturing	334	Computer and Electronic Product I	334210	Telephone Apparatus Manufacturing	Nortel Networks Inc
33	Manufacturing	334	Computer and Electronic Product I	334210	Telephone Apparatus Manufacturing	Xtera Communications Inc
33	Manufacturing	334	Computer and Electronic Product I	334210	Telephone Apparatus Manufacturing	Lineage Power Corp
33	Manufacturing	334	Computer and Electronic Product I	334210	Telephone Apparatus Manufacturing	Executive Voice Mail Systems

Above is a screen shot of Tom Jackson's database with a sort on telecom phone apparatus manufactures.

Go to www.thomasjackson.info and click on the Sale Fish logo to go to his download page. The first item is the data base and several power point charts that tell you how to use Reference USA and the Dun and Bradstreet database.

30 / 60 / 90 Day “Rules of the Road”

With this list there is no excuse for not being able to find more than a dozen or so companies to target. If you loosen your industry sort constraints you should find hundreds, all in DFW. Happy Fishing.

Additional Market Research Websites (from Don Stopfel / Brad Nelson):

http://www.bidc.state.tx.us/	Business & Industry Data Center
www.careerconnection.org	Career Connection
http://bigd-ed.org/	City of Dallas - Economic Development
www.dallaschamber.org	Dallas Chamber of Commerce
www.dfwtrn.org	Dallas Recruiters
www.lmci.state.tx.us/showkeys.asp	Industry Profiles
http://www.tracer2.com/cgi/career/?PAGEID=3&SUBID=123	Labor Market - Internet Sources
http://www.tracer2.com/admin/uploadedPublications/1818_tlmr-Jan07.pdf	Labor Market Review - .PDF
www.dfwinfo.com	North Central Texas Council of Governments
socrates.cdr.state.tx.us/iSocrates/occpfiles/profile_select.asp	Occupational Profiles
socrates.cdr.state.tx.us/iSocrates/Targeting/tgtLinks.asp	Socrates - Texas & Regional Information
http://www.tracer2.com/	Texas Labor Market Information
www.twc.state.tx.us/jobs/job.html	Texas Workforce Commission
http://www.texasindustryprofiles.com/	Texas Workforce Solutions

60.8 Update your Internet Footprint weekly

Keep in mind the internet is fluid and so is the job market. One item you need to put on your weekly calendar of priorities is updating your footprint.

Job boards like Monster, CareerBuilder, etc need to be updated weekly. The easiest thing to do is just re-upload your resume. This will change the “Date last updated” to the current date.

Recruiters do not pull every resume posted for CFO starting three months ago. They assume these persons to have found a job, be in play or stale. Recruiters want to pull all new and current postings. So re-post weekly, the day of week is not as important as pick a day and stick with it.

The other advantage is you are ensured that your most recent resume is always being posted. You find virtually all sites give you the opportunity to edit or reload your resume.

As for LinkedIn, if you are not going into LinkedIn everyday you should be (i.e. sending invites, accepting invites or looking for company contacts). If you have a common name and cannot figure how the other John Smith keeps coming up first when people do a “Search for People”. It is because the other John Smith is in LinkedIn more than you. Everything in LinkedIn is done on relevancy. You are more relevant (i.e. rate higher) in People Search if you are in LinkedIn a lot (at least once a day). Try it and you will be at the top of the list.

60.9 Link-In to people you meet

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This should go without saying. If you meet 100 people or collected 100 business cards you should be sending 100 linked in invites. Never finish a network contact without asking if it is OK to Link-in (i.e. “hey are you in LinkedIn – let me send you an invite”). Knowing that person is good. Knowing who that person knows (via LinkedIn) is great.

Note:

Do use the LinkedIn default invite. Personalize you invite with how you met the person and any other relevant information. Close with your email and phone number.

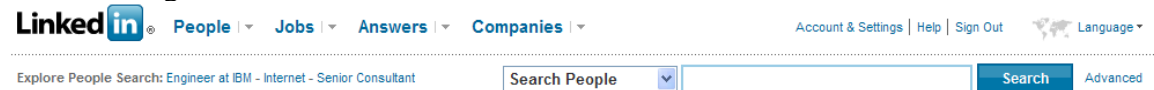
60.10 Begin to become an expert on LinkedIn

As stated earlier in this document over 45% of all companies are using social networking to find employees (LinkedIn is a big player in that statistic). You need to leverage every tool and assets you have at your disposal to find a job effectively. This will ensure that you not only find a job but will increase your chances in finding a job you want!

The first thing to realize about LinkedIn is that it IS NOT YOUR RESUME – it is your profile. So you must adjust your profile to be optimized for a computer search engine. The goal of that optimization is to “search relevant” on LinkedIn and getting found. If you cannot find you – how will a recruiter find you?

Finding You:

Go to the right hand of the toolbar and click on ‘Advanced’, next to the search box in blue.



On Advanced Search screen type in your job title as you have it posted on LinkedIn, then hit enter. For this example we will use Information Technology (no other prefix or suffix)

A screenshot of the LinkedIn Advanced Search page. The page is titled "People" and "Advanced Search". The search criteria are as follows: Keywords: (empty), Location: "Anywhere", First Name: (empty), Last Name: (empty), Title: "Information Technology", Company: (empty), School: (empty), Industry: (empty), Groups: (empty). The "Title" field has a dropdown menu set to "Current & past". The "Industry" and "Groups" fields have dropdown menus with several options visible, including "Accounting", "Airlines/Aviation", "Alternative Dispute Resolution", "Alternative Medicine", "Animation", "Blue: The DallasBlue Business Network (25,000+ members)", "Executive Suite", and "American Marketing Association".

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The next screen will show you a list of 1 to a 1,000+ of everyone globally that uses that key phrase in their job title. If you are not on page 1 or 2 you WILL NOT BE FOUND on LinkedIn by HR or Recruiters.

The second thing to note is how many people use that use that title. In this case 69,619 – that may seem like a large number but it probably is not. Here is where you get out a piece of paper and pencil. Write down variations of your title, search it and write down the number. The largest number wins. Here we find Phil Maternowski is #1 Information Technology guy in the world.



The screenshot shows a LinkedIn search results page. 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 Information Technology candidates? Post your Information Technology job on LinkedIn.' Below this, the search results are displayed: '69,619 results for Information Technology [Save this search]'. To the right of the results is a link: 'Find out how a premium account helps you get the most out of LinkedIn'. Below the search results, there are two dropdown menus: 'Sort by: Relevance' and 'View: Basic'. The first search result is for Phil Maternowski, who is a Chief Information Officer (CIO) / Senior Vice President IT (SVP IT) leveraging IT for maximum business benefits. He is located in the Dallas/Fort Worth Area and works in Financial Services. He has 16 shared connections and 2 shared groups. To the right of the search results is a 'Modify Your Search' box with two input fields: 'Keywords:' and 'First Name:'.

If we search again use the acronym IT instead of Information Technologies – what happens? Notice how the number of people using that term jumps from 69,000 to over 795,000. Which term do you think HR and recruiters search on? The answer is clear – IT. When Phil Maternowski adds just these two letters to his profile he could raise his rating, increase his profile and inbound recruiter calls.

30 / 60 / 90 Day "Rules of the Road"

The screenshot shows a LinkedIn search results page for the keyword 'IT'. The page header includes 'People' and 'Saved Searches'. The search results are sorted by 'Relevance' and viewed in 'Basic' format. There are 795,414 results. The top four results are:

- Patrick John OMahony, Sr.** (1st): Family Member at O'Mahony Genealogy, Dallas/Fort Worth Area | Internet. In Common: 40 shared connections, 7 shared groups.
- Christian David** (2nd): Independent Information Technology and Services Professional, Northampton, United Kingdom | Information Technology and Services. In Common: 2 shared connections, 1 shared group.
- James King** (1st): Technology Executive (VP IT / Director IT): Delivering Global IT Operations, IT Infrastructure, and Telecom services, Dallas/Fort Worth Area | Medical Practice. In Common: 7 shared connections, 1 shared group.
- Phil Maternowski** (1st): Chief Information Officer (CIO) / Senior Vice President IT (SVP IT) leveraging IT for maximum business benefits, Dallas/Fort Worth Area | Financial Services. In Common: 16 shared connections, 2 shared groups.

On the right side, there is a 'Modify Your Search' panel with the following fields:

- Keywords: []
- First Name: []
- Last Name: []
- Title: IT
- Current & past: [v]
- Company: []
- Current & past: [v]
- School: []
- Location: Anywhere [v]
- Filter Results: My network only

A 'Show more' link is visible at the bottom right of the search panel.

The job title game is just that a game. If your company called you an “Interpersonal cash collector” what are the odds that you are #1 of 1? But what if that title in the bigger job market game was equivalent to Sales Manager? As stated earlier LinkedIn works on relevancy, make sure your job title is relevant to the market not your previous employer. LinkedIn is your profile not your resume.

In some cases you may want to use more than one specific job title in order to cover more ground. Such as Business Development and Sales (both are close kin but yield high number of people using that title), remember do not lie or embellish. Make sure you have the skills to back up what you are doing.

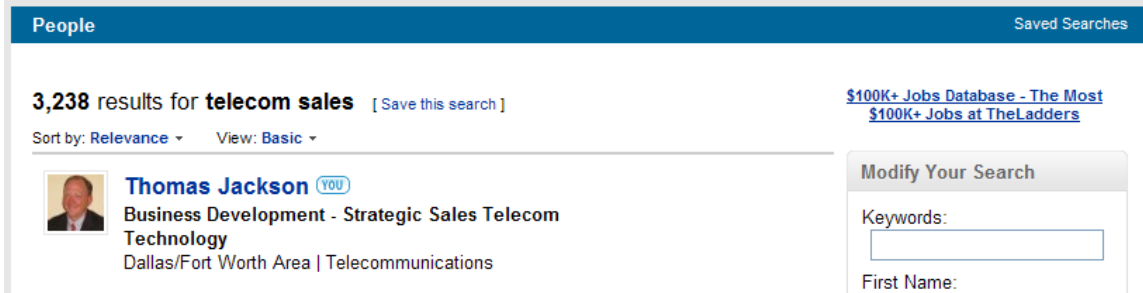
The screenshot shows a LinkedIn search results page for the keyword 'business development'. The page header includes 'People' and 'Saved Searches'. There is a banner for 'Looking for Business Development candidates? Post your Business Development job on LinkedIn.' The search results are sorted by 'Relevance' and viewed in 'Basic' format. There are 593,301 results. The top result is:

- Thomas Jackson** (YOU): Business Development - Strategic Sales Telecom Technology, Dallas/Fort Worth Area | Telecommunications.

On the right side, there is a 'Modify Your Search' panel with the following fields:

- Keywords: []
- First Name: []

Under Business Development Tom Jackson is number 1, but how about a variation on a theme – say Telecom Sales.



Tom Jackson is number 1 under Telecom Sales, albeit a small number of folks. The point being is that one title Business Development is a very generic title tied to no industry. An HR person is not going to search for Business Development. They will search for Business Development Telecom. So always add your focus industry to your title. Do not think that since you worked for six hospitals that the computer will pick up on that from the company name. Include 'Health Care' in your title or 'Telecom' or 'Retail'.

Notes:

Use a generic relevant job title in all the applicable jobs you have in LinkedIn. An example could be Account Executive – Sales, Business Development – Sales, Tech Account Management – Sales. By just adding the word SALES to each sales job you made it clear to the search engine you have had FOUR SALES JOBS.

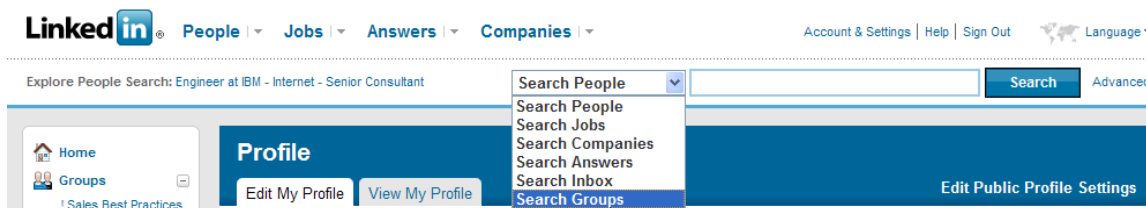
Use the job title words in your job description. We have been taught to describe what we do without using your title. That is great for proper resume form but does not work for search engine based software. Search engines like redundancy and this gets you found faster. If you are an accountant, then say you were an accountant in your job description.

There are no ties in software for #1. If there are two people with identical backgrounds and title and one of them is out of work. The winner is the person who still holds the position. You can fill that time gap in LinkedIn (not your resume) by adding your volunteer work or company you started, etc. Then for your title type your relevant job title. This gets you pushed up in the search (based on Title) and fills the gap with what you are doing now that you are out of work.

If you can be found, can you be contacted? In the summary section of your LinkedIn profile add a "Please contact me at" followed by your phone number and email. It does you no good to be number 1 if no one can contact you. Post your phone and email.

LinkedIn Groups

One often overlooked aspect of LinkedIn are the groups. Groups can be formed by anyone and structured around a point of common interest; Sales, PMP, IEEE, Alumni groups, etc.. You can join up to 50 groups for free. Just like you search for people you can search for groups. Type in a group or keyword and LinkedIn will list them for you.



Your best bet is to stick with professional organizations during your job search in lieu of hobby groups. All of these groups will post questions, answers or job leads, they are great source of information. In addition to just information, you can enhance your profile status on LinkedIn through participating in group discussions, post questions, post answers. The more you post, the more you get your name out there, the more you appear as a subject matter expert.

60.11 Target recruiters in your targeted industry

Always use recruiters. They are an invaluable source of information on current job climate and companies. The more recruiters looking for you is just that many more eyes and ears on the street. If you have a strong LinkedIn profile the recruiters from your targeted industry will find you. You can also ask network contacts who they use and like.

Just like recruiters can find you on LinkedIn, you can find them. Use the ‘Advanced Search’ function and start searching on key word recruiters (reverse search)– you will be surprised how many you can find.

See Appendix 2 for a list of Recruiters (thanks to Brad Nelson)

Notes:

Reverse search also works to find names of people in companies of interest. When you find that name see if you have a direct contact to them. If not, see if you share a common group.

Just like searching on keyword recruiter, try HR and then a company.

Right below People in the search pull down is the word Job. LinkedIn post a number of jobs and in many cases you even get a contact name. Note that the ‘*’ indicates a job posted only on LinkedIn.

60.12 Use the ‘Tips’ n ‘Tricks’ routinely

At this stage in your job search you have covered a lot of ground effectively and efficiently.

You have learned lessons that others have taken 6 to 10 months to discover. You should have also discovered that there was nothing big you were not doing – you were just missing the fine detail. The devil is in the details. As you proceed you will expand on these tips and tricks and further refine them. When you do add them to this document and pass it on – pay it forward.

You will learn more through helping folks and sharing your knowledge than just waiting for help to find you.

Notes:

You will revise your resume – there is no perfect one

You will modify your online profile – websites change so must you

You will use many more social networking sites that are mentioned here.

You will revise your 30 seconds – you will become more articulate

You will revise your target list of companies – you will become more focused.

No matter how many times you revise, always keep these tips in the back of your mind.

90 Days

1. Say Thank You Always!
2. Reset priorities – what are you doing right and wrong – alter course if needed
3. Set quota and goals of contacts per day
4. Increase your networking!
5. Follow up should be routine by now – 10-12 touches per day (voice and email)
6. Research Blogging – Is it for you? Great way to get seen!
7. Target informational interview contacts and schedule calls
8. Don't PANIC!
9. Fine tune and adjust – stay connected to your accountability group
10. Stay the path that you have planned but identify what you need to learn more about
11. Target those areas of need and research how to expand your knowledge
12. Why isn't what I'm doing working? Talk to people and see what they are doing

90.1 Say thank you always

No matter what the situation say ‘Thank You’. These two words can change events; whether said, emailed or sent via post office.

If you have a coffee meeting with a new network friend, always follow up with a thank you. A simple email will suffice and make sure to attached or include whatever items you discussed over the course of your coffee and do it timely.

If it is an informational interview always send a thank you email and thank you card and this goes double for an interview. For interviews always send an email to everyone you met and was connected with the interview. If possible sit in the lobby on the way out and write your thank you cards (always carry thank you cards). Then give them to the person in the lobby for the inter-office mail. This is not only professional and polite – but leaves an impression. It also makes follow calls and emails easier since you have made that connection.

Sample thank you letters for different occasions:

Thank you for the informational talk

Thank you very much for meeting with me yesterday afternoon to discuss my job search. You were most generous with your time and your counsel.

Your suggestion of approaching trade associations with a “time share” plan was especially intriguing. Considering that many trade associations are facing budget and staff cuts, they and their member companies should find sharing my consulting services exceptionally cost-effective. I hope to generate some short-term contract consulting work with them and I’ll keep you posted on how my approach is working.

Thanks also for the referrals to John Thomas and Bob Parker at Data Products, a company high on my target list. I’m writing to them today and I will let you know how those discussions work out.

Charley Sillman did me a great service when he suggested that I call you. I now understand why he holds you in such high esteem. I appreciate all of your advice and direction, and I will be sure to stay in touch regarding my progress.

Thank you for the Interview

Thank you for the opportunity to meet on Monday to discuss the Women’s and Children’s Director position. I very much enjoyed speaking with each person on the itinerary. I felt welcome and was treated with a high degree of professionalism. I am enthusiastic about working for Benson Memorial Hospital in this capacity.

Based on your current development plans, my background and experience match well your short-term needs and the candidate specifications you have identified for longer-term performance. With my strengths in product line management, team leadership, and business plan development, along with my experience in Pediatrics, Obstetrics, and Women’s Services, I feel well prepared to face the challenges of this role.

I look forward to continuing our discussions, and I will follow up with the recruiter, Laura James, regarding subsequent steps in the selection process. Thank you again for a most enjoyable day.

Thank you for the turn down (yes even when they say no)

Thank you for considering me for employment with ABC Corporation. I am pleased that you thought well of my qualifications and naturally disappointed that you did not feel you could use my expertise at this time.

I appreciate the time that you and Julie Smith spent with me explaining the challenges facing your dealer class of trade. They are challenges that I find intriguing, and areas where I have a great deal of expertise throughout my tenure at Tennaco and Afco, as we discussed.

If you find that in the future you have a need for an individual with my abilities to help you manage and/or grow your firm, I would welcome the opportunity to talk with you again.

Thank you to a networking group

For the past <note time period> you have been steadfast with your support and advice toward my job search campaign. I am delighted to announce that I have secured a position with <name> as <name position>. This is a very good match with my strengths and experience. <Add a personal acknowledgement to individuals who gave specific help or whose help directly led to the opportunity you took>.

Thank you for your involvement and encouragement.

Having now been through this process, I see even more the value and importance of helping and supporting friends, colleagues and family. Please call on me when I may be of assistance to you.

90.2 Reset priorities

As with anything in life, situations change and you must change to address the situation. Like Einstein said “repeating the same thing expecting a different outcome is the definition of insanity”. It is not that you are wrong, you must evaluate, determine what is working and what is not. If it is not working is it because you are not doing it correctly? Or is because you are over doing it?

From this point on you should be constantly evaluating what is working in your job search. The first 30 days was getting ready to go fish, the first 60 days was spent finding the ponds and getting a line wet. Now it is time to try a different pond or lure. Do not make drastic changes – make carefully measured changes. This is why a good accountability group is invaluable, they have now known you and can give you good constructive feedback. In many cases it is something small and just a re-set of priorities. A common mistake people make is attending three to five different weekly networking groups, leaving no time for one on one meetings, phone calls and not mention follow up. The solution here is to analyze which group(s) serve you best – may put them on rotation – do not go weekly. However, you must make a change to get results.

If you are sales person you know the importance of setting daily goals on how many phone calls you need to make. For the non-sales people set a goal of how many daily meetings and or call you will make. Write it down and keep score, share it with your accountability group. Now that we are 90 days in you are not a rookie and the accountability group is one of your most important groups, Do not set the bar too low (i.e. sand bagging) or too high (gold bricking).

If you have yet to try different groups or organizations you will run out of people to meet with or call. Go to new groups and meet new people. In addition to straight networking meetings, set goals on informational interview calls or meetings. These will only come from you targeted company list and connection you can make through networking. You must network into your next job.

90.4 Increase your networking

A good networking meeting or call should always include someone else to contact. You want help finding a name in a target company or someone who may have that name. One more time for the record...80% of the jobs are not posted and 70% of the jobs come from networking. You should like a politician pressing the flesh. You review your calendar on Sunday to see who you meet on Monday from meetings you set up from the previous Friday, repeat all week. By now you should have much greater appreciation for good sales folks – this is our like.

90.5 Follow up-daily

You must follow up. The question is always how often and how (i.e. phone or email). Well there is no easy answer, everything is situational.

Always leave a job related meeting with an expectation of you will call them in x-days. This puts you in the driver’s seat and in theory they will be expecting your call. Afterwards alternate between emails and calls/voicemails for status updates. Be polite and do not be pushy.

In addition to interview related calls you should have number of contact calls you should be following up – aka informational meetings/calls. Again alternate between emails and calls/voice mails on a weekly basis (or every two weeks given the situation). This is why having a call log is so valuable in tracking a large number calls.

Making cold calls, setting up networking coffees and follow up activities should be a daily routine.

90.6 Blogging

Another valuable social networking activity is Blogging. If you have not already tried, you may want to rethink things. Blogging allows you to discuss topics you know well. Tying a blog to LinkedIn and a personal website is a powerful way to get found quickly on the internet and establish yourself as a subject matter expert. As more and more companies turn to the web to find new employees. The opportunity for you exploit this is in your favor.

Notes:

If you blog pick a frequency and day for your blog and stick to it.

Set a theme. Pick something that highlights your professional skills.

Stay away from pet, politics and religion.

Write your blogs in advanced. In many cases blogs are a continuation on a theme. That theme may be rather long, so type it up one evening and blog in short blog length installments.

Stick at it.

90.7 Target Informational Interviews

As your search matures and migrates from network meeting to network coffees. You want to harvest the goodwill you have established and leverage those contacts for more target information interviews. This is actually easier than it seems. If you are effectively networking and asking for help and meeting the right people you will get names at companies to call. If you are not getting names to call then re-set your networking priorities (see 90.2). Change what is not working.

90.8 Do Not Panic

You are three months out work and no interviews and no offers. Do not panic. Look around you. If you are a Design engineer and all the other design engineers are back to work – do not panic. You should have seen this happening and re-set your priorities. Good news is you now have a large number of network friends that are working – start calling them.

Keep a calm level head and most of all keep your perspective. The nightly news and newspapers are giving national averages which are much higher than in Texas. If your industry is starting hire, contact those folks from the networking groups that have landed. But do not make any drastic changes – change for change sake is also the definition of insanity.

90.9 Fine Tune and adjust

From this point on any changes you make should be small in nature, because you are doing all the right things. Just like you cannot control the weather, you cannot control the job market. Something's just take time, so be patient and persistent. Make small calculated changes based on what you hear and see. Talk it over with your accountability group and see what they have to say.

90.10 Stay the path

Stay the path you have focused on and outlined but identify what factors you need to learn more about. If you are focused on Healthcare and your background is Healthcare and your education is Healthcare. Going into Telecom may not be a good choice. Learn more about Healthcare (or whatever your industry is), this is why informational interviews are so valuable when you can get them. You may need to broaden your scope or in most cases get more focused.

90.11 Target those areas of need

Part of re-setting priorities is understanding, what you know and what you do not know. Make list of the items lacking; training, market information, company information. Then go to the library. In addition to Reference USA and Dun and Bradstreet, libraries will have business databases like Hoovers or other similar tools to research a company or a particular industry. Take a look at community colleges for continuing education classes. They offer classes from resume writing to blogging to how to write a business case – my favorite is using Access database.

Sometimes help is sitting next you. In this current economy there are numerous highly educated and highly skilled individuals that can lend a hand – just ask.

90.12 Why is it not working?

First thing to do is to review the 90 day plan activities as outlined above. You need to stay the course, stay focused and stay positive. You cannot go this journey alone. You need to talk to people, ask for help and help others.

Remember you may be unemployed - not unemployable.

Appendix 1 - Other Resources

Additional Websites of interest:

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

Social Networking site update aggregators:

As you add more and more social networking sites (i.e. Facebook, MySpace, Twitter, etc) to your social networking. Updating can be time consuming. These sites will consolidate your updates to a single touch.

www.hellotxt.com

www.Ping.fm - post status and blog updates to multiple sites at once

www.mylifeonline.com/

In addition to Social Network sites, there are several other things you can do to increase your chances of getting “Found”. Register your name and profile on these sites.

www.zoominfo.com

www.jigsaw.com

www.ziggs.com

http://Pipl.com

www.spock.com

www.naymz.com

namechk.com

These sites take current industry salary stats and let you search by region, by job, by experience what the pay levels are in the market.

www.salary.com

www.monster.com

Consider placing your profile on one of these sites to make some money as a consultant. Free to sign up.

www.glgroup.com

www.elance.com

Job Search Books:

“The new job search” by Molly Wendell

“Interview Rx” by Mitch Byers

Appendix 2 - Recruiters

In today's market many companies are choosing to perform searches without the services of recruiters. However, recruiters are a valuable resource in your job search. Contingency recruiters are paid a fee based on the candidate hired. Retained recruiters are based a guaranteed fee plus a percentage of the hired candidates compensation.

Dallas Recruiters:

http://www.accountpros.com/	AccountPros, Inc.
http://www.accountantsinc.com/	Accountants, Inc.
	www.accountemps.com
http://www.accountingprincipals.com/	Accounting Principals, Inc.
http://www.accountingprincipals.com/	AccountingSolutions
http://www.adeccousa.com/pages/welcome.aspx	Adecco Staffing
http://www.adeccousa.com/pages/welcome.aspx	Adecco Technical
http://www.ajilon.com/	Ajilon Consulting
http://www.ajilonfinance.com/	Ajilon Finance
http://www.ajilonlegal.com/	Ajilon Legal
http://www.alertstaffing.com/	Alert Staffing
http://www.allmedstaffing.com/	All Medical Personnel
http://www.aalpsearch.com/	Allen Austin Lowe & Powers
http://www.analysts.com/	Analysts International
http://www.andredavid.com/	Andre David & Associates
	www.Appleone.com
http://www.artsquad.com/	Art Squad - a graphic arts and media related staffing firm based in Texas
http://www.attorneyresource.com/	Attorney Resource - First and oldest specialized staffing resource for the legal profession in the Southwest
http://www.austinmcgregor.com/	Austin-McGregor International
http://www.autopeople.com/	AutoPeople, Inc.
http://www.babich.com/	Babich & Associates - Babich & Associates recruits and places more professionals than nearly any other retained or contingency employment firm in the Dallas/Fort Worth area, according to The Dallas Business Journal.
http://www.benefitassociates.com/	Benefit Associates - specializing in benefit personnel in administration, defined contribution/benefit, health and welfare.
	www.bgpersonnel.com
http://www.glborchert.com/	Borchert Associates
http://www.bravotech.com/	Bravo Technical Recruiting, Inc. - Flexible Solutions for your Technical Staffing Needs
http://www.brighamhill.com/	Brigham Hill Consultancy
http://www.b-stone.com/	Bruce G. Woods Executive Search

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http://www.bundystewart.com/	Bundy-Stewart Associates, Inc.
http://www.burnetts.com/	Burnett - Specializing in office administration and information technology for the Dallas-Fort Worth Metroplex
	Caldwell & Associates, Inc.
http://www.calhouninc.com/	Calhoun & Associates
http://www.career-directions.net/	Career Directions - specializing in high technology sales, sales management, and telecommunication sales careers for metro Atlanta, GA and the Dallas Ft. Worth Metroplex and Nationwide
http://www.exchange.com/	Carl J. Taylor & Company
http://www.carolyndavis.net/	Carpenter & Associates
	Casey & Associates, Inc.
http://www.catterton.com/	Catterton Inc. - Established in 1979 to place financial and accounting professionals in both permanent and temporary positions in Texas
http://www.catterton.com/	Catterton, Inc.
http://www.caywood.com/	Caywood Partners Ltd.
http://www.cdicorp.com/	CDI IT Services
http://www.cgcompany.com/	CG & Company
http://www.sapphireca.com/	CNC Global
http://www.comphealth.com/	CompHealth
http://www.i-recruit.com/	Computer Directions - specializing in permanent, contract, and contract to hire jobs for computer, programming, and technical positions in the Dallas area.
http://www.cmscareers.com/	Computer Management Search
http://www.cpusearch.com/	Computer Professionals Unlimited
http://www.comsys.com/index.html;jsessionid=2AC1567283524B22D19F999C2071F254?_urlId=-3042402913935202290	COMSYS
http://www.cpservice.com/	Continental Personnel Service
	www.Corestaff.com
http://home.flash.net/~csoasp/	Cornwall Stockton & Company, Inc.
http://www.cspjobs.com/	Corporate Search Partners
	Cotelligent
http://www.cfstaffing.com/CFS/default.htm	Creative Financial Staffing
http://www.deltadallas.com/	Delta Dallas
	http://www.dfwtrn.org/
http://www.dickwray.com/	Dick Wray & Consultants, Inc.
http://www.dixiestaffing.com/	Dixie Staffing Services - Industrial labor staffing firm with offices in Florida, Georgia, Texas, Virginia, Alabama and Minnesota
http://www.dmgmaximus.com/	DMG-Maximus
http://www.dudleyandassoc.com/	Dudley & Associates
	Eagle Consulting Group, Inc.
	eai Healthcare Staffing Solutions

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http://www.egonzehnder.com/	Egon Zehnder International, Inc.
	www.employeesolutions.com
http://www.emccareers.com/	Engineering Management Consulting
http://www.ekjobs.com/	Evie Kreisler & Associates
	www.Expresspersonnel.com
http://www.focalpointcorp.com/	FocalPoint Corporation - recruiting for software development, information systems, network engineering and data processing.
http://www.frontlinesourcegroup.com/	Frontline Source Group, Inc.
http://www.generalemployment.com/	General Employment
http://www.grantthornton.com/portal/site/gtcom/menutem.a8ee697a92b73ac9b217bfae633841ca/?vgnextoid=b17acbbdad9c4010VgnVCM100000368314acRCRD&vgnextfmt=default	Grant Thornton, LLP
http://www.grove-temporary.com/	Grove Temporary Service, Inc.
http://www.hallkinion.com/	Hall Kinion
http://www.hartandcompany.com/	Hart Legal Search
http://www.headwaycorp.com/	Headway Technology Resources
http://www.healthcarerecruiters.com/	HealthCare Recruiters International
http://www.heidrick.com/default.aspx	Heidrick & Struggles, Inc.
http://www.highprofilestaffing.com/	High Profile Staffing Services
http://www.hireknowledge.com/	HireKnowledge
http://www.hiretrends.com/	Hiretrends, Inc.
http://www.hunterterm.com/	Hunter & Michaels Executive Search
	Hyde Danforth & Company
http://www.imprimis.com/	Imprimis Staffing Solutions
	www.Imprimis.com
http://www.imprimis.com/	Imprimis Group - Placing candidates in a variety of industries in Texas. Also places mature, retired professionals.
http://www.issi-syr.com/	InfoTech Search
	www.Instaff.com
http://www.technisource.com/	IntelliSearch
http://www.technisource.com/	IntelliSource, Inc.
http://www.invictus.net/	InVictus Technologies, Inc.
http://www.johnsonabbotts.com/	Johnson Abbotts International ...
http://www.judge.com/	Judge Group - a global services provider of Human Capital Management, Talent Acquisition, Training Services, and Business-Technology Solutions
http://www.kellyservices.com/web/global/services/en/pages/	Kelly Services
http://www.kellyservices.com/web/global/services/en/pages/	Kelly Technical Services
http://www.kellywalker.com/	Kelly Walker Associates
http://www.kenzer.com/	Kenzer Corporation
http://www.kenzer.com/	Kerr & Company
	www.kforce.com

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http://www.kingsearch.com/	KingSearch Solutions, Inc.
http://www.kornferry.com/	Korn/Ferry International
http://www.lwfoote.com/	Laffer & Associates
http://www.lakeshorestaffing.com/	Lakeshore Staffing, Inc - Provide specialized staffing to small and medium sized businesses in Chicago, Dallas, Denver, Louisville, and Phoenix.
http://www.larseninternational.com/	Larsen International
http://www.lra-recruiting.com/	Lea Randolph & Associates, Inc.
http://www.leadersinc.com/	LEADERS Professional Recruiting, Inc. - recruiting firm that specializes in placing former military officers, enlisted leaders and industry professionals
http://www.mrnetwork.com/	Lineback Associates
	www.linkstaffing.com
http://www.lucasgroup.com/	Lucas Group
http://www.mrnetwork.com/	Management Recruiters of Addison
http://www.mrnetwork.com/	Management Recruiters of Dallas
http://searchamericanow.com/Club/Scripts/Home/home.asp	Mark Julian & Associates
http://www.matrixresources.com/matrix/website.nsf/HomePages/Home	Matrix Resources - IT and professional placement firm with offices in Atlanta, Birmingham, Dallas, Charlotte, Houston, New Jersey, and Phoenix
http://www.mfgsearch.com/	mfg/Search, Inc.
http://www.ncnjobs.com/	National Corporate Network -NCN - We assist our candidates and clients with a wide range of staffing needs from professional to administrative support positions
http://www.logisticsrecruiters.com/	Noll HR Svcs - Four partners specializing in supply-chain talent.
http://www.norrell.com/	Norris Agency
http://www.obergassociates.com/html/index.asp	Oberg & Associates
http://www.officeteam.com/portal/site/ot-us/menuitem.afacafe036b3b88079a19ef502f3dfa0/?vgnextoid=cd1ce18ee2adb010VgnVCM100000213ffd0aRCRD	OfficeTeam
http://www.osearch.org/website/	Olschwanger Partners LLC
http://www.om5dallas.com/	OM5/DayStar-Dallas North
http://www.p-wco.com/	Page-Wheatcroft & Company Ltd.
	www.pdstech.com
http://www.personnelone.com/	Personnel One
http://www.fpcndallas.com/	FPC of North Dallas
http://www.prescottlegal.com/	Prescott Legal Search
http://www.semperllc.com/	PressTemps Int. Inc. - Temp and perm placements Specializing in the Printing Field
http://www.princetoninformation.com/	Princeton Information
http://www.questpro.com/	QuestPro, Inc.

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http://www.rgba.com/	R. Gaines Baty Associates, Inc.
http://www.rcmt.com/	RCM Technologies, Inc.
www.realstaffing.com	
http://www.relojobs.com/	Realty Finance Staffing
	Recruiters Network Group
http://www.employbridge.net/	ResourceMFG
http://www.resourcespectrum.com/	Resource Spectrum
http://www.resourcesconnection.com/	Resources Connection
http://www.riccione.com/	Riccione & Associates
http://www.rijames.com/	R.J. Dishaw & Associates
http://www.roberthalffinance.com/portal/site/rhf-us/menuitem.8a995827c7d07befebe2c24602f3dfa0/?vgnextoid=91e88b18678d8010VgnVCM100002d3ffd0aRCRD	Robert Half International, Inc.
http://www.roberthalftechnology.com/portal/site/rhf-us/menuitem.130f8ee40d31c527afe5011002f3dfa0/?vgnextoid=23a89926053d8010VgnVCM100002d3ffd0aRCRD	Robert Half Technology
http://www.rogersrecruiting.com/	Rogers Recruiting
http://www.rollintl.com/	Roll International - specializes in a multitude of executive recruiting disciplines relating to Enterprise Resource Planning, Supply Chain Management, Customer Relationship Management, and Business Internet Integration solutions.
http://www.russellreynolds.com/home.asp	Russell Reynolds Associates
http://www.rwapple.com/	R.W. Hebel Associates
http://www.scdallas.com/	Sales Consultants of Dallas - Recruitment firm placing candidates in a sales positions in a variety of industries.
http://partnerpage.google.com/scienceprofessionals.com	Science Professionals Corporation - Specializing in scientific careers, engineering, chemical, biological, and health care, for the Dallas Ft. Worth Metroplex.
www.snelling.com	
www.Southwestsearch.net	
www.Spherion.com	
www.staffmark.com	
www.staff-force.com	
http://www.stark-group.com/	STARK Technical Group, Inc. - IT Consulting and Full-time Staffing experts specializing in client/server development, EDI implementation, and mainframe development and support.
http://www.sisinc.com/	Systems Integration Solutions, Inc. - Provide contract opportunities for Information Technology consultants.

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www.Todays.com	
www.trendpersonnel.com	
www.Venturipartners.com	
www.Verionstaffing.com	
http://www.vtsearch.net/	VT Search Partners, L.P.
http://wegmanpartners.com/	Wegman Partners - we have a passion for improving our clients' businesses through the acquisition of human capital, and believe in tailoring our service levels to the unique needs of each client and situation.

Contingency Recruiters

http://www.babich.com/	Babich & Associates www.babich.com
http://www.cspjobs.com/	Corporate Search Partners www.cspjobs.com
http://www.des-inc.com/des/default.aspx	Dallas Employment Services, Inc www.des-inc.com
http://www.danbrook.com/	The Danbrook Group www.danbrook.com
http://www.kforce.com/	Kforce www.kforce.com
http://www.lucasgroup.com/	Lucas Group www.lucascareers.com
http://www.mrnetwork.com/	Management Resources International (MRI) www.brilliantpeople.com
http://www.msi-intl.com/	Management Search International www.msi-intl.com
http://www.marquess.com/	Marquess & Associates Staffing www.marquess.com
http://www.qarecruiting.com/	Q&A Financial Recruiting www.qarecruiting.com
http://www.scdallas.com/	Sales Consultants of Dallas www.scdallas.com

Major Retained Recruiters

	www.brilliantpeople.com
http://www.thebroadmoorgroup.com/	Broadmoor Group - www.thebroadmoorgroup.com
http://www.dhrintl.net/	DHR International Search Firm – www.dhrintl.net
http://www.eastman-beaudine.com/	Eastman & Beaudine, Inc. – www.eastman-beaudine.com
http://www.ewkp.com/	Edward W. Kelley & Partners – www.ewkp.com
http://www.egonzehnder.com/	Egon Zehnder International www.zehnder.com
http://www.fosterpartners.com/	Foster Partners (Formerly part of KPMG) www.fosterpartners.com
http://www.futurestep.com/	FutureStep (a Korn Ferry company) – www.futurestep.com (for middle management)
http://www.leadersonline.com/	Heidrick & Struggles www.leadersonline.com
http://www.highlandpartners.com/	Highland Partners –

	www.highlandpartners.com
http://www.kbic.com/	Kaye Bassman www.kbic.com
http://www.kenzer.com/	Kenzer Corporation - www.kenzer.com
http://www.kornferry.com/	Korn Ferry www.kornferry.com (for executives)
www.leadersonline.com	www.leadersonline.com
http://www.pailingroup.com/	Pailin Group www.pailingroup.com
www.pearsonpartnersintl.com	pearsonpartnersintl.com
http://www.rayberndtson.com/en/	Ray & Berndtson www.rayberndtson.com
www.roberthalf.com	www.roberthalf.com
http://www.russellreynolds.com/home.asp	Russell Reynolds www.russellreynolds.com
http://www.spencerstuart.com//global	Spencer Stewart – www.spencerstuart.com
http://www.stantonchase.com/	Stanton Chase International www.stantonchase.com
www.wittkieffer.com	Witt/Kieffer www.wittkieffer.com

Executive HR Search

www.frankallen.com

Sales & Marketing Recruiters

www.stephensrecruiters.com/	A. Stephens & Associates
www.e-businesssystem.com/	Business Systems Technologies Corp.
home.flash.net/~cscoasp/	Cornwall Stockton & Company
www.dedekeandassociates.com/	Dedeke & Associates
www.dkrecruiters.com/	DK Recruiters
www.edwardsemployment.com/	Edwards Place of Employment
www.ersrecruiter.com/	Executive Recruiting Solutions
www.farre recruiting.com/	Find A Recruiter
www.fpcnational.com/topsfield/	Fortune Personnel Consultants
www.fjrich.com/	Frank J. Rich & Associates
www.hradvantageinc.net/	HR Advantage, Inc.
www.i-recruit.com/drecruiters_type_marketing.htm	i Recruit
http://www.marketproinc.com/	Market Pro Inc.
http://www.marketingjobs.com/	Marketing Jobs.com
www.mcsearch.com	McSearch - Dallas
www.minorityexecsearch.com/	Minority Executive Search Inc.
www.paladinstaff.com/contact/contactus_dallas.html	Paladin Staff
www.pbstalent.com/	Preferred Business Services, Inc.
www.joblynx.com/	Professional Recruiting Data Network
www.recruiteronline.com/	RON House Account

Career Specific Sites

Sites for MBA's

MBA Free Agents	www.mbafreeagents.com
MBA Global Jobs	www.mbaglobaljobs.com
MBA Global Net	www.mbaglobalnet.com
MBA Jungle	www.mbajungle.com
MBA Talent Wire	www.mbatalentwire.com

Finance Jobs

AFSC Jobs	www.afsc-jobs.com
Bloomberg	www.bloomberg.com
Finance Careers	www.fincareers.com
Financial Jobs	www.financialjobs.com
FJN	www.fjn.com
Jobs in the Money	www.jobsinthemoney.com
My Jobs	www.myjobs.com
NBF Search	www.nbfsearch.com

Healthcare / Biotechnology

Bio find	www.biofind.com
Bio Mednet	www.biomednet.com
Bio Space	www.biospace.com
Bio View	www.bioview.com
Bio.com	www.bio.com
HCR Network	www.hcrnetwork.com
Medhunters	www.medhunters.com
Medsearch	www.medsearch.com
Medzilla	www.medzilla.com
Pharmhire	www.pharmhire.com

Technology

	www.at-tech.com
	www.careernet.com
	www.computerjobs.com
	www.dice.com
	www.fiberopticsonline.com
	www.itcareers.com
	www.lightreading.com
	www.techjobbank.com
	www.techvenue.com
	www.techies.com
	www.telecomcareers.net
	www.volt.com

Diversity

www.hirediversity.com

Disabled Workers

www.projecthired.com

Government (federal)

www.fedjobs.com
www.fedworld.com
www.usajobs.opm.gov

Law

www.prescottlegal.com/
www.ajilonlegal.com

Women Professionals

Forum for Women Entrepreneurs

www.fwe.org
www.jobs4women.com
www.womenworking2000.com

Human Resource Websites

	www.hrjobs.com
	www.hrlive.com
	www.hrnet.com
	www.hronline.com
	www.hr-staffers.com
	www.hrstore.com
	www.hrworld.com
	www.hrimmall.com
	www.HRMjobs.com
	www.jobs4HR.com
	www.hrfree.com
	www.hr-recruiting.com
	www.hrhub.com
HR Community Network	www.hrcomm.com
World of Human Resources	www.worldofhr.com
World Federation of Personnel Management Associations	www.wfpma.com
Human Resource Management Center	www.hrmc.com
People Solutions	www.peoplesolutions.com
Society for Human Resource Management (SHRM)	www.shrm.org
American Society for Training and Development (ASTD)	www.astd.com
Dallas ASTD	www.dallasastd.org
Human Resource Executive Magazine	www.hrexecutive.com
Dallas HR	www.dallashr.com

Startups, Venture

Start-Ups

	www.fastcompany.com
	www.garage.com
	www.ipo.com
	www.ipocentral.com
	www.startupzone.com
	www.startupseeker.com
	www.topstartups.com

Venture Capital

	www.glocapsearch.com
	www.siliconvalley.com

	www.vfinance.com
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Non Profit

	www.opportunitynocs.org
	www.guidestar.org

Recruiting Resource Websites

www.recruitingoptions.net	Recruiting Options
www.recruitersonline.com	Recruiters Online
www.recruitersdream.com	Recruiters Dream
www.recruitersworld.com	Recruiters World
www.recruiterseek.com	Recruiter Seek
www.recruitersforum.com	Recruiter's Forum
www.staffingsafari.com	Staffing Safari
www.technicalrecruiting.computerjobs.com	Technical Recruiting

Appendix 3 - Other Search Resources - Comp, etc.

Job Resources

Additional sites for your industry
America's Job Bank-List of job websites
Get Salary, job hotlines, fairs in region
Index of Companies by Location
Links to other job websites

www.job-hunt.org
www.ajb.com
www.jobstar.org
www.jobsafari.com
www.jobsourceenetwork.com

Salary Information

www.careercity.com/content/salaries/links/asp
www.careerjournal.com/salaries
www.infoworld.com
www.erieri.com
www.jobsmart.org
www.nolo.com/encyclopedia/articles/emp/howmuch.html
www.salary.com
www.salarynegotiations.com
www.wageweb.com

Stock Options

www.myinternetoptions.com
www.mystockoptions.com
www.optionwealth.com
www.stockoptionscentral.com

Comp/Benefits

www.benefitnews.com
www.benefitslink.com
www.ifebp.org/jobs

www.ispidfw.org

**DFW Chapter of International
Society of Performance
Instruction**

E-Learning Jobs

www.e-learningjobs.com (web savvy training professionals)

www.workindex.com

**Work Index - Links for HR
Professionals**

www.worldatwork.org

World at Work

www.americanpayroll.org

American Compensation

Association

www.opm.gov

Office of Personnel Management

Appendix 4 - Authors / Acknowledgements

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philmaternowski@gmail.com

<http://www.linkedin.com/in/philmaternowski>

In addition to this document there is a supplemental power point package that contains many of the most important points. There are also .pdf files of the Call Tree and Call Blueprints. Just visit Tom Jackson’s web page – click on the Sale Fish Logo to go to the down load page (and the DFW company database is located here as well)...

<http://www.thomasjackson.info>

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