



JOB GETTING BLUEPRINT FROM HEAVEN

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INTROCUTION



As an 18 year veteran in the Human Capital Management industry I can tell you from experience when you need to get a job for whatever reason, please, be a human being.

Millions of people seeking a long-term job will go through something like this:

1. Put a resume together.
2. Post it online to as many job boards as they can.
3. Maybe get a book to read on how to get a job.
4. Call up old contacts to say, "Hi, How are you? And by the way I am out of work can you help me?"

That about sums it up. Then, it's wait by the phone or wait for the call if you happen to have one of those nifty free cell phones, courtesy of the tax payer next door. Just kidding. Nothing wrong with the plan laid out there...except millions are doing it and the chances of your resume getting to the right person, well, let's call it one in a million.

Every day, hiring managers and recruiters—your customer—see the same boring phrases in resume after resume after resume with OBJECTIVES meticulously laid out so as to catch the readers eye, ignore 99.2% of all those resumes.

If you have ever been in a sales job, you know about cold calls...they have a very low success rate. Guess what...an unsolicited resume in an email has a success rate about equal to the success of a telemarketer calling you at dinner time. It's just like a cold call.

Think for a minute how you buy or purchase something. Whatever it is you are buying, the product or service has been worked over with a fine tooth comb by the manufacturers marketing folks. Those companies you buy from invest in innovation, Research and Development, create different products, tailor

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the products to fill a need or an emotional desire and then they package and promote those products with precision, purpose and clear understanding of what they want. They want you to buy their product.

In the overcrowded job market of today, you have got to be able to stand out or you may end up put out. I'm going to give you some wisdom and some time saving things you can do today to set you in the top 20% of job seekers in the market for work. So, here we go.

THE BLUEPRINT

I read a quote recently that stated, "Any dream can be achieved...you just have to work at it." Your current job search is no different. It is going to take some work. You should probably expect a six (6) month period of time before you begin your next job. However, the tips from my own experience and wisdom should help to shorten that time frame, if you diligently apply what I suggest in this eBook. Below is the list and I'll go into brief detail for each to help you along the way.

1. Get your contacts together; this is called your Network. I recommend full names, phone numbers, email address and mailing address.
2. Identify the COMPANIES you would like to work with
3. Write an impact letter
4. Treat your phone calls as sales calls, where you are the product you are selling.
5. Take time to plan your phone calls. Don't just haphazardly jump on the phone. You want to be prepared.
6. Dollarize your value to the organization
7. Bring something helpful to the company with you to the interview
8. Conduct your own needs analysis or "interview" during the interview
9. Write an individual resume for each COMPANY you are targeting
10. Use your resume as your marketing and follow-up sales literature
11. Send a thank-you note to each person you met on the interview within one day.
12. Plan each and every interview.

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YOUR NETWORK

Identify the people in your network who work at companies at which you would like to work. How do you know if you want to work there? Maybe you like the benefits or work environment. Ask you're the people in your network what they like about working where they work. On a sheet of paper, write the name of the COMPANY you are targeting and next to it write the name of the person in your network who works there. It will help you later on in the process. Be sure to include the address, email and phone numbers of the people in your network on this sheet as well.

IDENTIFY THE COMPANIES

Once you have this information, pick three companies you would like to work with to start. The next thing you want to do with the first three companies is to do some research on them. Start online, find the company's website. Start a file for yourself. Get a good overview of what the company does, other office locations, who some of their customers are, open jobs they may have, [but don't focus on the open jobs, I'll explain later]. Do a search on the internet for news articles, doing this may uncover the names of decision makers you will want to target with your efforts during your job search. You can also register for a free account with Zoom. They are a leading business information provider offering real-time, in-depth profiles of 65 million businesses and the people <http://www.zoominfo.com/> A Great resource for identifying department heads etc...

You can also, draw a circle on a map to identify companies with whom you may want to work. On a map, find our home and draw a circle with a 30-40 mile radius. You now have a target area and can identify companies you can target in your job search. When you feel you are comfortable enough to talk about what the company does, you're ready to write your first impact letter.

THE IMPACT LETTER

Hear me on this. There is always a job in a good company for an high impact player. This is someone who can bring in customers, energize people, restructure an under-performing department, speed up processes, solve problems or save money. My point here is that you must develop the mindset that YOU are good at what you do, and that you are going to work with them, not for them. YOU are the one with the talents; YOU are the one with the human RESOURCES companies need. You're going to be with them for a long while and developing this mindset early on, will go a long way in dealing with rejection letters that are an inevitable part of the job search process.

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Now, as in impact player, you are someone who will do the necessary but deplored tasks others don't want to do. As a person who will bring maximum impact you'll be marketing yourself as the one who will get their hands dirty, pick up a shovel, open early, stay late, deliver product on your way home, deal tirelessly with irate customers and make service calls on Christmas eve. There isn't one good manager in good companies who don't want to hire an impact player. We just need to get the right people's attention and write them a letter that demonstrates our ability to bring a maximum impact to the company.

You've already done your research on the company, keeping in mind your skills and abilities and how your experience might help them. I hope as you have done the research on the company you were able to discover opportunities, or challenges or both. In this step you will also dollarize your value to the company. So if you haven't done your research you might want to go back and do it now.

The letter itself is a one page letter to the CEO of the company you want to work with or the highest-ranking relevant hiring executive. Take four to five opportunities that came to your mind while researching the company where your expertise and ideas would be useful and address them in your ONE PAGE letter.

There's an example at the end of this eBook. In most cases, if your letter is written correctly you will get a response or at least an interview. If they don't or can't hire you, you now have a contact within that company. They may have other good contacts for you. You might also be able to suggest working on a short term assignment from one of the opportunities you identified in your letter. **BE BOLD! YOU** are the one with the talents and you are the resource for which **THEY ARE LOOKING**.

DOLLARIZE YOUR VALUE

This is just calculating, in dollars what you are worth to your customer...the COMPANY. How would you save them time, save them money...every job has value. In your interview, answer and ask in ways you can show off your value to them. If you could save time, calculate the time you would save. Or if saving money, calculate the money you would be able to save them. Through your research you conducted earlier, you must carefully consider how the job you want creates a value for the COMPANY.

BRING SOMETHING HELPFUL TO THE INTERVIEW

An example of this would be, while during your research, you identified some of their customers. You can reach out to them; shop at their store and like a detective see if you can discover how the company you want to work with could improve on a service or product being used by their own customer. Then, arm yourself

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with that for your interview. This is a great way to save them money as soon as you walk into the interview room! Just be sure you present it to them at the right time.

CONDUCTING YOUR OWN INTERVIEW

Make them feel good about themselves and flatter them with your interest. To ensure you are genuine, make sure you have done your research and be prepared to share what you really like about the company. Then, move in...ask them what excites them about the company or what they like about the company. This uncovers other things you may not have thought about and could even prove to be something that changes your mind about working there. will help you later on in the process. Be sure to include the address, email and phone numbers of the people in your network on this sheet as well.

SOME FINAL TIPS

Be sure you target and customize your resume for each company. Don't be afraid or unwilling to change up your resume a little bit so that it is specific to a particular job or company.

Now that you've had an interview, this is the time you want to send your resume. Use it as a follow up tool rather than an introduction tool. Your introduction tool was the letter you sent to show the impact you bring. The resume now becomes a tool to open the door to follow on conversations. And be sure you send a thank you letter to each person in the interview process no later than one day after the interview. I always felt special getting thank you letters and it always left the door open for the job seeker to call me to chat, look for advice etc... Finally, make sure you spend time planning each interview. Get together the following information before the interview and write it down:

1. Name of Company
2. Interview Schedule-who are you interviewing with and at what time
3. Company snapshot-what industry are they in, what are their products and who are their customers and competitors...what kind of reputation and image do they have...any news tidbits you were able to find on line.
4. Why should this company hire you..what problem will you solve.

They say the diligent will bear rule. If you are diligent in this addressing your job search with some of these tips, you'll set yourself up to be remembered and may even get you an interview.

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Best Wishes for an abundance of favor for you as you launch or renew your job search.

Live Triumphantly,

Christopher