

SET YOUR JOB SEARCH UP FOR SUCCESS IN 2021 WITH A PERSONAL MARKETING PLAN

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THE HIDDEN JOB MARKET APPROACH

- Job seekers spend >80% of time applying to online jobs.
- Yet, most jobs these days go to people who already know someone in the hiring company; or to people who “got there” before the job was open.
- This is affectionately referred to as the “Hidden Job Market.”
- Online job search = high risk, low reward, and it even lowers self-esteem and confidence.
- It’s not about you.



HOW COMPANIES RECRUIT VS. HOW JOB SEEKERS SEARCH

Companies
hire in this
direction

Advertising / Websites

Recruitment Agencies

Online Job Boards

Professional Associations

Networking / Word of Mouth

Contacts from Existing Staff (Employee Referrals)

Job seekers
search for
jobs in this
direction

HOW DO WE FIX THIS MISMATCH?

We need to stop using ineffective methods to search for jobs, and start to use our network, instead.



WHY THE HIDDEN JOB MARKET EXISTS

- Out of 250 candidates, 2-6 get interviewed. Searching through job candidates is time-consuming and expensive.
- By getting there and making yourself KNOWN -- BEFORE THE JOB IS OPEN -- you solve a problem companies didn't know they had.
- RECRUITERS AND HIRING MANAGERS always prefer to hire someone they know, like and trust, over dipping into their database to find someone who is an unproven resource.

Let's Do This!

STEP 1: CLARIFY YOUR JOB SEARCH TARGET

- Function: Marketing
- Level: Manager, Senior Manager
- Location: Washington D.C. Metro Area
- Value: create digital marketing strategies for forward-thinking companies that include social media and email marketing components.
- Mid- to large-size companies (>1000 employees)
- Industry: Manufacturing



STEP 2: CREATE YOUR PERSONAL MARKETING PLAN

Personal Marketing Plan for:

Target Job Level (i.e. Director, VP, etc.)

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Target Job Function (i.e. Facilities and Logistics Management, Digital Media Services, Global IT Services)

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Geographic Target Location(s)

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Target Companies / Organizations (Approximately 30-45)

Industry #1	Industry #2 (optional)	Industry #3 (optional)
1.	1.	1.
2.	2.	2.
3.	3.	3.
4.	4.	4.
5.	5.	5.
6.	6.	6.
7.	7.	7.
8.	8.	8.
9.	9.	9.
10.	10.	10.
11.	11.	11.
12.	12.	12.
13.	13.	13.
14.	14.	14.
15.	15.	15.

OTHER CRITERIA TO CONSIDER

- Work/life balance: flexible schedule?
- Work orientation: do you prefer working alone or with a team?
Individual contributor or be the boss?
- Culture: are you passionate about their product, mission, values?
- Company clout or reputation: would you prefer to work for a brand that has name recognition?

“RESUME DOING THE RESUME DROP AND RUN”

- Use your PMP to get high-quality leads (HQLs).
- “Would you take just a moment to review my personal marketing plan and let me know if you know anyone at the following companies who may be a fit for me? Could you make an introduction?”



GET MEETINGS (INFORMATIONAL INTERVIEWS)



STEP 3: GET INFORMATIONAL INTERVIEWS

- Networking (family, friends) – 1st connections!
- Informational interviews with 2nd and 3rd connections (via introductions by 1st connections)
- Send an email or InMail (Premium) or (if 2nd connection).
- Cold-calling
- Professional Associations (“do what you do + need what you do”)
- Job Search Groups or Networking Groups
- Ignore advice about “who is hiring!”

THE UNWRITTEN RULE OF INFORMATIONAL INTERVIEWS

Do not ask for a job.

SAMPLE EMAIL REQUEST FOR INFORMATIONAL INTERVIEW

I hope this email finds you well and safe. I recently came across an article you wrote on Forbes.com and found myself nodding about the similarities I've experienced in the course of fundraising for nonprofits.

I am a non-profit director who has always tried to be intentional about creating meaningful fundraising campaigns and life-long connections with donors. I find the work you do to be really interesting.

I know you are likely extremely busy - would you have time for a 20-minute informational meeting with me?



GET INFORMATIONAL INTERVIEWS (SUMMARY)

- **MISSION:** solicit meetings with folks 1-2 levels above you to gain information and establish rapport.
- **PURPOSE:** to gather advice, insight, recommendations, and/or referrals about a job, industry or target companies.
- **OUTCOME:** learn about the company/industry/person, make a genuine connection, get referred, or learn about how to refine search.

Networking Engagement Blueprint For Garnering High-Quality Leads

Possibility of Opportunity	Pipeline Builder	Most Essential to your Search	Real Opportunity
<p style="text-align: center;">Champions</p> <p>'Friends/Family' are close relations. You know these people in real life. They are family members, former colleagues, and trusted friends. But, statistics show that you won't get a job directly from these people, so you'll need to work your way up the pyramid to get closer to a real opportunity</p>	<p style="text-align: center;">Prospects</p> <p>'Acquaintances' are 2nd or 3rd degree connections to whom you've been introduced by former colleagues, friends, neighbors or family members. They can also be people you seek out on your own. At this point, they are just feeling you out, learning about your career goals and objectives. They may not have a strong opinion about you at this point. The most critical goal for your search at this point is to cultivate these relationships and remember that they are not one sided. Potential exists but has not yet been realized. Ideally, these are people in your target company, industry or function.</p>	<p style="text-align: center;">Sponsors</p> <p>'Evangelists' are the most important contacts in your search! They are openly promoting you and/or advocating the benefit of networking with you to other people. They are likely to be in your target companies, industries and/or functions, and would recommend you if they could. They like you. They would want to hire you if there was an open position. You will develop these relationships from acquaintances and, as you nurture them, they will help you in your search.</p>	<p style="text-align: center;">Activators</p> <p>'Orchestrators' are the call you in for an interview. They open a position for you. At this stage, the relationship has generally reached a much higher level of mutual trust and understanding. They have a stake in the game. They believe in your value and feel that, with you, they look better.</p>

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PUSH AND PULL BRAND STRATEGIES

To improve your ranking with positive results and push down negative results on Google, do the following:

- Purchase YourName.com (blog, personal website)
- Complete your LI profile to to All-Star!
- Create a blog, comment on other high-authority blogs
- Review books in your target field on Amazon
- Build a video arsenal
- Submit content to article engines

THE HIDDEN JOB MARKET CHECKLIST

- Limit application time!
- Target companies and people regardless of whether or not they are hiring!
- Meet with people 1 or 2 levels above you (whenever possible).
- Conduct informational meetings and ask focused questions to further clarify goals, fine-tune your targeting strategy
- Ask for AIRR (Advice, Insight, Recommendations, Referrals)
- Do not ask for a job!
- Measure the quality of your contacts!
- Build your brand (wash, rinse, repeat!)

WELCOME!



<https://www.meetup.com/washington-dc-networking-and-job-search-club/>



THANK YOU FOR JOINING!

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