

**Networking** – Are you a fair weather networker? For many, professional networking is an on-again-off-again ritual at the time of a career change. I once spoke with a colleague during a networking brainstorm and was stunned to find that company telephone lists from 1995 were still in his possession and easily accessible. I now save everything in a digital format because one thing is constant – change.

First and foremost, use some of our suggestions here and network forever. Secondly, the best jobs are often a relationship opportunity whether you are directly connected or slightly removed from the immediate circle of decision makers. Many of the networking tools available today allow you to build credibility and exposure both short and long term.

**Head in the game** – Yes, you are tired of hearing this singular advice (network!) and probably too embarrassed to execute it properly, but finding a job is a contact sport. If you want to enhance your opportunities, you are going to have to take off that beanie with the propeller and replace it with a salesman's fedora. Of course this is a matter of degree, but not often in your life will you have a chance to blow your own horn - make use of this opportunity.

**Tip:** A key point to keep in mind is that networking is all about relationships and an exchange of information, not a one way cry for help or an information dump. Perhaps you can help a friend or associate earn a referral fee from their company by presenting your qualifications...

**Work like a headhunter** – You are the product. First, where is the activity and where is a fit? Indeed.com is a great place to start. Use [www.indeed.com](http://www.indeed.com) to find jobs that fit your requirements and location. Indeed.com is a job spider and will help you identify current openings, so use the Advanced Search to better spell out what you're looking for and where you want to work.

Six Figure Jobs [www.6figurejobs.com](http://www.6figurejobs.com) offers a similar product with JobSweeper and, depending upon your specialty, is also a good resource. After creating a list of target companies, use Google to look them up and start gathering information to make sure they can pay you, use your skills, and excite you. Don't, I repeat, don't ever edit and forward your résumé without first researching the company. Who knows, maybe your brother-in-law is on the board of directors or they sell to your largest customer.

**Tip:** See our paper on résumé tips that will best position you before your networking gains too much momentum. 'Send me your résumé...' is music to the ears of a search candidate – however, if unprepared your first impression could be negatively lasting.

**Reach out** – With your target companies in mind, begin to use online networks in a specific search. This will help identify target audiences and those who you may have to work to network to get close to. Use Online Networks such as [www.linkedin.com](http://www.linkedin.com), [www.spoke.com](http://www.spoke.com), [www.jigsaw.com](http://www.jigsaw.com), [www.eliyon.com](http://www.eliyon.com) and [www.tribe.com](http://www.tribe.com) to find both hiring managers and others who work at your target

company. You'll be surprised how many people you either have in common or can add to your contacts network.

**Contact** – Your efforts paid off. The position is clearly identified, the appropriate contacts are available, or at a minimum accessible, and you have nailed your résumé. Always contact the identified hiring manager directly via phone first, email second, or via a reference. And here's an idea, prepare a brief phone call script and rehearse it. Personally, I never start a business conversation without first identifying myself and then asking, 'Is this a convenient time to have a brief conversation'.

**Set some goals** – Finally, you only have one objective, get an interview. Headhunters measure their success by the number of 'send outs' (in your case 'in person interviews') they schedule. For us it's a numbers game but that shouldn't be necessarily true for you - hunt with a rifle, not a shotgun. Measure your success on the number of interviews you gain, not the number of résumés sent or time spent on anything not directly related to getting an interview. Now pick a realistic goal - 2 a week?

In closing, let me leave you with this maxim. Always (1) **ask for the job**, (2) **define the next step** and (3) **remember the three B's** (be bright, be brief, and be sure to send a thank you, maybe even handwritten, note). Oh yes, don't forget the 20 foot or 20 second rule; when you leave the interview, call your friendly headhunter immediately.

**Got that all down? All right, let's get to work.**

All the best,



Ronald Ternosky – CEO Recruit Inc