WELCOME TO Career Prospectors

“We are all faced with a series of great opportunities brilliantly disguised as impossible situations.”

Charles Swindoll
1934-
Founder of Insight for Living
Rate Your Networking Results

- Number of meetings/week?
- Typical audiences?
- Do you maximize the benefits from networking meetings?
- Could your results be more efficient and effective?
Typical Networking Scenarios

- Meet lots of people
- Activity oriented
- Good elevator pitch, but no real help
- Frustrated with how best to maximize the benefits of networking (for me and others)
- Should I continue to attend?
- How can I improve my results?
Improve Your Results

1. Allow others to better assist you with leads, referrals & connections

2. Invest time to develop a “networking relationship” to benefit you and others
Ready, Aim, Fire

Improve Networking Results

Focus on your Target(s)

Building your Targets/Marketing Plan

LinkedIn Tips
HOW?

• Hold back the resume when networking
• Utilize a “Handbill”, “Marketing Plan”, “Transition Plan”, “Professional Profile” or “Me At A Glance”
  – Summary that’s not too formal
  – A format so others can better grasp your background
  – What you are looking for
  – Specific target companies or entities where you need or want a name, connection or referral
  – A tangible document which leads to better follow-up and traction
Handbill Format

- Contact info
- Definition of who you are and some past key accomplishments
- Experience Overview
  - Companies, Industries, Position Titles
- Define target locations, positions, companies
- Where you wish to go for your next adventure!
- Asking for assistance…not a job!

One page and the back of page if need more room
Sample Handbills

- Template
- Other’s
- Gene’s

Questions?

_In a moment, we will show how to build your target list_
Improve Your Results

• **Investing** time when networking

• **Focus**

• **Quality** is as important than quantity
Networking Tips

• Attend networking meetings
  – Look for unique opportunities to network (trade shows, associations, etc.)

• In each meeting, identify a few individuals for follow-up (*)

• Call & invite for coffee or breakfast

• Become more acquainted, ask questions, gather more info, form a “relationship”

• Then, talk to and review your “Marketing Plan”

• *Now, your contact info transforms into referrals and valuable connections!*

• *And, you could be “paying it forward”, too!*
Summary

• Invest time when networking
  – Better Focus and Results
  – Create Relationships, Not Just Contacts
• Seriously consider developing a handbill, marketing, transition plan or profile
  – Reduces use of the word “RESUME”
  – Not just “looking for a job”
  – Recaps the past…. More focus on the future
  – Identifies targets so others can help
• Update your plan weekly!
Questions?
**Target Identification Process**

- Access to Public Library?
- Reference USA Database – Free*
- Search for Target Companies:
  - SIC Codes
  - Business Type
  - Location or Distance
  - Size
  - Etc.

*Download 25 at a time*
Target ID Process

• Determine targets for your situation
• Research to filter & confirm best targets*
• Add to your handbill or marketing plan

*Consider “LinkedIn” to identify more targets and connections

Words of caution:
– Some Reference USA Data is out of date
– Keep the focus on your targets and competition
– Avoid distraction…go for quality over quantity
Steps

• Login to Reference USA
• Select US Businesses
• “Custom Search”
• Review and Select Criteria
  – “Business Type” using key words, then enter SIC Codes
  – “Geography” Options
  – “Business Size” (EE’s or Sales $$$)
  – “Ownership” Options
• Revise Criteria as Needed, then “Update Count”
• “View Results”
• Analyze List
  – Review “Details” & Select Which Ones to Download
  – “Download” 25 at a time to Spreadsheet
• Research to Refine List to Desired Quantity and Targets
Questions?
LinkedIn Tips Handout

• Expand your network
• LinkedIn Signal - monitor conversations
• Find contacts and networking oppy’s in your field
• How to be found by recruiters on LinkedIn
• Bonus: Use Twitter to find fresh and maybe “not yet posted” job postings
Questions?

Thank You, Again!

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