



At the heart of any professional job search is your need for a step-by-step action plan.

Why do firms like Procter & Gamble and Frito Lay develop marketing plans? It's all about saving time and money instead of selling their products by using hit-or-miss methods.



7 Create and follow a personal action plan

Eliminate trial & error by using a step-by-step action plan.

Over the years, we have seen equally talented people produce widely varying results. One will struggle while the other moves with speed and confidence. Those who move with speed usually have had the benefit of a game plan—a step-by-step track to follow.

In today's competitive arena most people will never get enough interviews with a hit-or-miss approach. This leaves too much to fate.

Think of it this way. Chances are you're marketing a "product" with millions of dollars of earnings capacity remaining in your career. That much value deserves your best effort. Besides, job hunting is a numbers game. So, why take a chance at doing a lot of things haphazardly, without a well-designed plan?

Since job hunting is a matter of having the numbers on your side, your action plan should be targeted to produce 25 to 35 responses that result in a phone discussion. The goal is to have several offers maturing at the same time, and you have to be realistic about rejections in the interview process.

Our experience is that a good plan can cut job hunting time in half and sometimes save many tens of thousands of dollars. It also helps people produce better results, and when people generate a lot of activity in a concentrated time period, they feel better and do better. Much better!

The components of a personal marketing plan

To begin with... (1) Set clear goals; (2) pinpoint what you should be marketing; (3) identify industries to target; (4) if you have liabilities, you need strategies to neutralize them; and (5) you need a step-by-step game plan... to get your story told to all the right people. Here's a recap of what our plans cover:

1

Job hunting goals: You need to decide on the specific goals that will advance your career and meet your needs if achieved. This includes specific job titles and income goals.

2

Assets, transferable skills & how to market them: All of your assets and skills need to be identified. Then, they need to be incorporated into your resume and letters.

3

Industry options: More and more people are changing industries. The key is to identify industries with characteristics that match those where you have experience.

4

Liabilities & solutions: You need to identify liability issues that might restrict your success... and arrive at ways for minimizing their impact.

5

Action plan for getting interviews: You want to lay out a step-by-step plan... a weekly agenda... that will guide your search. This is your complete track... a game plan.

Take a little time and really think about your plan

Actions you can take to produce interviews

These are all discussed in the sections that follow. However, for the purpose of thinking about your action plan, you might give consideration to the following.

Respond to openings—select as appropriate

- From 2,000 newspapers
- From 2,100 trade magazines
- On 1,500+ job boards
- On 300,000 employer websites
- On 3,500 recruiter websites

Contact employers by email, fax or 1st-class mail

- Decision makers at growth firms
- Decision makers at other key employers

Contact middlemen by email, fax or 1st-class mail

- Select from 1,000 premier recruiters
- Select from 10,000 local and national recruiters
- Select from 2,800 venture capitalists

Uncover leads

- Employers receiving new capital
- New executive appointments
- New contracts being awarded
- Planned relocations announced
- Record sales and profits achieved
- Announcements of growth expectations
- Word of new local business operations

Network

- With your contacts
- With influential alumni
- With targeted executives by industry

Other


- Posting your resume on job boards
- Direct employer contact by phone
- Pursuing “create a job” approaches

No one needs to take all these actions, but a balanced campaign produces better results, and some avenues are far less competitive than others.

It can just be a 1-page list with an 8-week schedule, but a step-by-step action plan can mean a lot more interviews!

*“It wasn’t raining when Noah built the ark.”
—Howard Ruff*

*“Genius is 1% inspiration and 99% perspiration.”
—Thomas Edison*



#7 RECAP

Eliminate trial & error with a step-by-step action plan

Why do major corporations develop marketing plans to sell their products and services? It’s all about saving time and money.

Job hunting is a numbers game. And, the more contacts you make... the greater the number of situations that will come your way. Action plans help keep you on track.

Quick steps for your action plan

We prepare custom action plans for our clients, but on your own do the following: list your goals, skills, industry options and liability solutions on one page. Then on a second page, list all the action steps you’re going to use... as reviewed in the following chapters. Follow it week by week for 8 weeks. Make it your measuring stick. Remember, what you’re doing is similar to a company selling a new service.