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Gabriele's Guide to Gainful Employment *A Strategic And Tactical Plan For The Job Hunt*

1. Understand And Accept The Process

Job hunting is a numbers game. Play it. Create the #s. Be process oriented - not focused on results. Judge the numbers, not the outcome. It is a statistically based process. If you create activity, lots of it, the correct result (a job) is an inevitability. The only unknown is when.

2. Plan Your Work

Set the goal. Write it down. Read it, commit to it and believe in it. A Yale study of a graduating class found that only 1% wrote down their goals. Twenty years later, that 1% held 80% of the total wealth the entire class had accumulated - proof that effective goal setting creates wanted outcomes.

3. DFR

DFR=Design for Resume Results. Studies found you have just 15 seconds to catch the attention of the resume reader. Create a resume that works for you, not against you.

- ➔ Remember the Jobenomic Theory of Supply and Demand: when supply is high and demand is low, niche market your resume. Decide what job you want and write a resume to that 1 goal. If you have 2 goals, write 2 resumes. Appear to be the EXACT fit for the job. This requires a marketing orientation.
- ➔ If it does not relate to your goal, leave it out or at least de-emphasize it.
- ➔ The resume is usually read first. Do not rely on a cover letter to do the work for you. Talk about results, not responsibilities.
- ➔ Get your accomplishments into your resume. Start by writing down your 10 greatest work accomplishments. Be brief, be current. Quantify them, use powerful words. Make them read like a short but sexy headline.
- ➔ Make the resume attractive and easy to read. Bold and capital letters and numbers stand out the most. Use white space effectively.
- ➔ The Test: give your resume to 5 strangers and ask them to read it for 15 seconds. Time it. Regardless of your intentions, what they learn about you *IS* what you are selling.

4. Concurrent Engineer the Process

There is no one right way, so stop looking for it and do everything. Cold call, warm call, E-mail, use on-line services, fax, write, meet, greet, read, research, practice, answer ads... Networking is the most likely process to pay off, but it is not the only one. Proportion your time effectively. Make sure you do some of everything. The more activity created, the more likely the payoff.

5. Work Your Plan

Decide how much time you want to give your search, then schedule your workload. Implement your plan by breaking it up into weekly responsibilities and then into a prioritized daily plan of activity. Review your progress often.

6. The 10 Most Common Mistakes

- Selling the wrong thing (inappropriate niche marketing, not being the right fit).
- Telling, not selling (talking too technically or too much; not saying WHY **you** should be hired. Memorize your 10 greatest accomplishments. Then you will have accomplishments to sell, not responsibilities to tell).
- Not preparing and practicing (no written goals /plans or mock interviews; poor prioritization).
- Staying in your comfort zone (risk averse; avoidance behaviors; working hard instead of smart; ignoring the 80/20 rule).
- Inappropriate networking (not enough cold calling or calling back; asking the wrong questions; judging the results).
- Lacking enthusiasm (not smiling; not creating a professional, confident, powerful image). Employers want to hire winners.
- Asking what the company can do for you, not asking what you can do for the company (putting *your* needs first...).
- Doing the right things at the wrong time (often a reflection of putting your needs ahead of the employer's; lack of job hunt knowledge or ignoring the accepted job hunting practices).
- Thinking the most qualified person gets the job - that is not true (see all of the above).
- Taking rejection personally (this is business).

7. Creative Networking

Network all the time, through everyone you can think of - competitors, vendors, past bosses, co-workers and subordinates, alumni, references, relatives, friends, association members, companies that use the software, hardware, technology, systems, processes or procedures, etc. that you know. Everyone is a potentially valuable contact. Everyone. Always have a resume with you. Each contact should be contacted at least 5 times to optimize the resource. This can be done by phone, in writing, in person - any way you want. Most people want to help. Give them a chance by asking open-ended, probing questions. Effective networking may not produce a job lead, but it will always produce usable information. Say "thank you" often. It is classy, it is appreciated and it separates you from the crowd.

8. Getting A Job Is A Job

Treat it like work. Set deadlines, priorities, budgets, goals, MBO's. Educate yourself. Read about interviewing, selling, goal setting, networking, projecting enthusiasm, succeeding. Become the expert. Practice. Two of the most effective interviewing tools are to answer interview questions on a tape recorder and do a few mock interviews on video. Few people put in this kind of effort, but the payback in perfecting your interviewing skills is tremendous.

9. Continuous Improvement

Until you get a job, your job in seeking a job is to be the best there is. Stay out of your comfort zone and continually push the envelope. Be exactly what a company wants to hire - someone with a "fire in the belly" who always strives for excellence.

10. You Will See It When You Believe It!

Job hunting is a roller coaster ride. Whether you are up or you are down, remember, it's OK. It is supposed to be that way. Give yourself a break and believe in the future. Success is just around the corner. Keep looking. Remember the law of probability: the more you do, the greater the chance of success. That is why Babe Ruth struck out more than anyone else in baseball. That is why Colonel Sanders had to see (cold call) over one thousand people before he sold one chicken recipe. (What if he had quit at 999 cold calls?) That is why, statistically, millionaires go broke 5 times before making their first million.

The moral of these stories is:

If you think you are a failure or you think you are a success, you are right.



Gabriele & Company specializes in the recruitment of:

