

Job Search Checklist

Name _____

1. Is your cover letter and resume customized for each employer? Yes No
2. Are you doing your follow-ups? Yes No
3. Are you sticking to a set schedule every day? Yes No

List 7 (+/- 2) companies that you are currently in constant contact with and may be potential job leads.

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

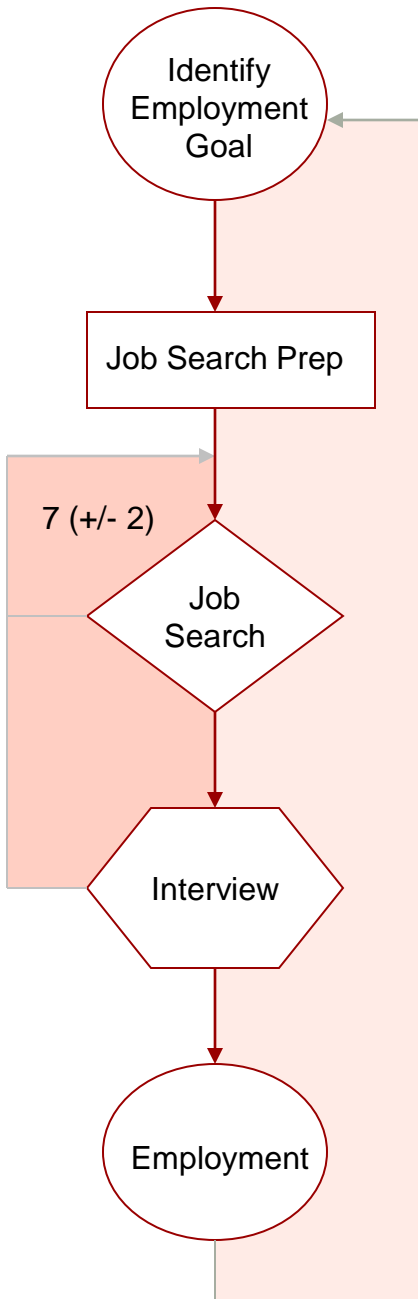
What skills, education and experience do you wish to highlight during your cold calls and meetings with employers?

_____	_____
_____	_____
_____	_____
_____	_____

My best 30 second pitch:

The Job Search Blueprint

The flowchart depicted on this page illustrates the steps in a well-organized job search. This system supports up to a 4 month active job search (based on 100 employers). Research shows that this is average amount of time it takes a person to reestablish employment after leaving a job.



Your employment goal should compliment your career goal. It could be the final stage of your career plan or a step towards your career development in which you are using employment to develop the skills/experience you require.

Job search preparation includes;

- Cover Letter
- Resume
- References
- Portfolio
- Pitch
- Generate a list of 100 potential employers

The shaded zone represents your active job search of 7 (+/-2) employers that you are actively communicating through cold calls, follow-ups and networking. Once they grant you an interview and you are waiting for a call, they are NO LONGER part of your active job search list. Add a new company to your shortlist (from your list of 100 employers).

Prepare for your interview and follow-up with employer. Continue your active job search while waiting for a decision.

Once you are offered the job, the negotiation phase begins (salary, benefits, etc)

The final step in this process results in you being hired. Congratulations!

The cycle restarts once you decide you want to seek a promotion within the company or decide you want a new job.

Targeted Employers

The final step in preparing for your job search is knowing where you intend to search.

To encourage the best result from your efforts in the shortest possible amount of time is to target only those places you would like to work.

Start by compiling a list of **100 employers** that you would like to work for. If you live in a rural or smaller geographical area, you may have to expand your potential job search parameters beyond your immediate community.

You may want to use the phone book, local business directories and the internet to start building your list.

The reason for starting with a list of 100 employers is that it will support a 3-4 month active job search. This is the average amount of time it takes a person to secure employment in today's job market. Other factors such as the economy, the job seekers skill set and the type of job being sought can all effect the time frame. If the job search exhausts the 100 employers on the list, find more and/or revisit some of those on your original list.

Once you have your list complete, select 7 companies you will start cold calling. You are able to add or subtract 2 companies from this list depending on your level of comfort in this process but do not exceed 9 or have fewer than 5.

These 7 (+/-) companies that you have selected are your "active leads". Once you contact a potential employer, you need to determine if you are going to continue following up with this employer to try to get an interview. If you are willing to do that, the employer stays "active".

If the employer indicates they are not hiring, you would designate the employer as "inactive". Cross them off your list and select another.

If the employer does grant you an interview and you are waiting to hear back from them, they are also designated as "inactive" because there is nothing else you can do with this employer until you are hired or informed that your interview was not successful. Select another employer from your list.

At any given time in the process, the goal is to juggle 7 (+/-) "active leads". This means that you are frequently contacting them to try and secure an interview.

Keep this process up until you have accepted a job offer. Don't forget to keep checking internet job boards and newspapers for job postings. Add applications to job postings as "extras" over and above this strategy.

Hopefully, you will be successful by the time you reach the end of your list of 100 employers. If you are working in a very specialized field or the area in which you live is experiencing an economic downturn, this process may take longer than you had anticipated. If this happens, don't get discouraged and create a new list of 100 employers and repeat the above process.

You will be successful! Have faith and stick to the plan.

Targeted Employers

Employer Contact	Employer Contact
Company Name _____ Address _____ Date visited _____ Job type/position _____ Name/telephone # of contact: _____ _____ Closing Date of competition: _____ Comment/Follow-up: _____ _____ _____ (Eg. I will call to follow up, they are hiring later, they suggested another location,	Company Name _____ Address _____ Date visited _____ Job type/position _____ Name/telephone # of contact: _____ _____ Closing Date of competition: _____ Comment/Follow-up: _____ _____ _____ (Eg. I will call to follow up, they are hiring later, they suggested another location,
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Effective Job Search Strategies

1. Select 7 (+/-2) employers from your list of 100 companies to cold call. Start with your top picks.
2. Begin/continue a dialogue with employers by
 - Contacting the employer
 - Cold call
 - Email
 - Dropping off a resume
 - Follow-ups
 - Networking opportunities
 - Interview
3. Try to keep 7 (+/-2) employers actively engaged at any point in your job search. Those you are waiting for a reply don't count.
4. When you are starting to run out of employers to contact (from your initial list of 100) start adding new employers to your list. You may have to start looking outside your local area or expand the types of industries/career fields you are exploring.
5. It is important that you use this strategy in addition to other job search activities such as applying to job ads, exploring job banks, networking with employers, volunteering, etc.
6. Most of the available jobs are accessed through the "hidden job market" which is where this strategy is targeted. Engage your personal networks (family, friends) to help drum up job leads or introduce you to employers.
7. Once you have accepted a job offer, the job search phase is complete. It is important to continue your job search while you are waiting to hear the results of your job interview.

