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Your Executive Ascent – Personally Delivered.
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HIDDEN JOB MARKET SECRETS

Five Steps to a New Job

By Debra Feldman, the JobWhiz™

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It would be so much simpler if job hunting didn't require intensive, time consuming personal commitment and wasn't so emotionally draining. However, the reality of today's highly competitive job market is that to be effective, you have to get out there, promoting yourself strategically and selectively to those who are likely to be most receptive. Not only do you need to present yourself outstandingly well, but you also have to focus your search on those employers who can appreciate your value and are able to hire you. In other words, to be efficient a job search campaign has to be purposeful.

Job search is mostly about marketing. While you may think that skills and credentials should speak for themselves, if the message describing your abilities and benefits you bring to a prospective employer isn't compellingly and clearly portrayed, another candidate who does a better job at marketing themselves (communicating their value) will slip in ahead of you.

Does this mean you need to “play the job search game” in order to be successful? Yes, it does require you to be proactive, take initiative and package yourself extremely favorably to attract the employers whose attention you want to command. Be purposeful in your job search activities. Having a great resume is not necessarily enough. You still need to hit the pavement or man the phones to establish that essential direct, interpersonal chemistry, that good rapport that produces a dialogue exploring shared interests and ultimately generates a new career opportunity.

Herein lies the work of looking for a job. If most candidates could land a new challenge simply by sending out a ton of letters or clicking on enough online job postings, then job hunting would be transformed from the bear it is to something we all enjoy and anticipate eagerly. Hey, maybe we'd even volunteer to do it for someone else, for free! The very fact that no one is offering implies that this is indeed serious effort. Sure, friends and colleagues are prepared to provide assistance – like making introductions, suggesting referrals and providing recommendations, but the nitty gritty day-to-day tasks of designing and conducting a well thought out, carefully planned and thoroughly executed, high impact, fast paced, results-oriented job search campaign rests on each candidate's shoulders.



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Self promotion can be a huge challenge for many otherwise savvy, capable executives. Here's how to simplify the process and accelerate campaign progress to lessen this burden and find your next challenge swiftly.

1. Brace yourself for the project. Understand that there is work to be done and no easy way out. Ideally, you'd like to have a headhunter or recruiter find you, but don't count on this especially in today's environment where more and more recruiting is being handled internally to reduce recruiting expenses. *You have to rely on are your own personal initiatives designed to open doors and get your name in circulation. You are your own best sales representative.* Even if an agent gets your toe inside, you have to put your best foot forward which means preparing for an appointment by learning about a situation, finding out how you can provide added value and the benefits that you can bring to solving problems and growing revenues. Even if the employer seeks you out, you still need to demonstrate that you can deliver what they expect from the winning candidate.
2. Don't overextend yourself because you are likely to be ineffective. The key to success is to focus your job search on a limited number of specific target companies you determine as needing your talents and then figuring ways to "get inside" these organizations to present yourself as a prospective contributor/team player. By investing the time to learn and understand their needs and cultural values, you will present as an unparalleled match and someone that they want to find a way to hire.
3. Be generous. In today's market, giving samples seems to be the most effective way to establish solid credibility and gain an element critical to hiring decisions, trust. By offering to conduct a project or provide detailed data on spec, candidates are frequently able to accelerate the hiring process by decreasing risk and alleviating fears harbored by potential employers. By approaching interviews as a consultant, candidates collaborate with prospective employers to reach mutually agreeable objectives. Neither party is more powerful or has excessive control, therefore each stands to benefit from the other being successful and getting what they need from the relationship.
4. Be pound wise, not penny foolish. This admonishment extends to both salary negotiations and what offers you take into serious consideration. Put your pride aside for a moment and think dollars and cents. If you are currently not generating sufficient income, then any additional compensation goes in the plus column. Once you are working, you stand a better chance of proving that you are



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worth more. Every day that you are not working, you are actually costing yourself money.

5. Since few candidates are fortunate enough to find volunteers lining up to assist with job search tasks, make the decision to either hire professional help to defray some of the time intensive tasks like corporate research, developing a list of target employers, preparing a dynamite résumé, crafting elevator speeches and phone call introductions, etc.

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Debra Feldman is the JobWhiz™, a nationally-recognized expert who designs and personally implements swift, strategic, and customized senior level executive job search campaigns, banishing barriers that prevent immediate success. Her gift for cold calling - executed with high energy and savvy panache - connects candidates directly to decision makers, not HR. Network Purposefully™ with the JobWhiz, and compress your job search into mere weeks, using groundbreaking techniques profiled in Forbes magazine.

In addition to writing columns and conducting workshops for the AICPA, IEEE, Financial Executives International (FEI), Marketing Executives Networking Group (MENG), Financial Executives Networking Group (FENG), Technology Executives Networking Group (TENG), and Harvard Business School alumni, Debra is endorsed by NetShare, BlueSteps and ConstructionExecutive. The career officers at several top tier colleges and universities also recommend her. Contact Debra now at www.JobWhiz.com to expedite your executive ascent!