

JOB SEARCH SAFARI

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By

Workforce Boulder County



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RESOURCES AVAILABLE AT WFBC

- Colorado High Technology Directory
- Colorado Manufacturers Directory
- Book of Lists
- Biz West (Business Report for Boulder County and Northern CO (Also at www.bizwest.com)
- Boulder County Technology/Manufacturer's Directory
- Colorado Directory of Nonprofits
Can search for jobs at: www.canpo.org or www.nonprofitjobs.org

TARGET COMPANIES

Targeting companies or industries is an effective way of beating much of your competition. During your research, look for the following information. Any of these could be an indication a company may soon create jobs not yet posted.

Look for—

- New products or services
- Current developments in an industry or occupation
- Promotions job changes
- New patents and discoveries
- Contract/grant awards
- New plants or facilities
- Movement of corporate headquarters
- Acquisitions and mergers
- Increased sales and earning reports
- Significant happenings or major events

WEBSITES TO HELP YOU FIND AND RESEARCH EMPLOYERS

ReferenceUSA -- A national database of employers with an advanced search tool to help you find employers by industry, location, business size and more. Accessible through your local Library's eReference link with a valid library card for that library.

Boulder - Boulderlibrary.org; click on **eLibrary and eResearch**, look under Research Subjects and click on JOB SEARCH to bring up ReferenceUSA and many more job seeker resources the library offers.

Longmont - www.ci.longmont.co.us/library; under **Library 24/7** click on Reference USA, then click on **ereference books A-Z** in bottom right box.

AndrewHudsonsjobslist.com – Rocky Mountain region professional jobs listed by category (Human Resources, Sales, Technical, Financial, Government, VP and above, etc.) and also by location (Denver, 36 Corridor, etc.).

Professional Associations -- <http://www.job-hunt.org/associations.shtml> -- Seven out of 10 people in the U.S.A. belong to at least 1 organization, and 25% are members of 4 or more. Local and national organizations, associations, and societies are great places to make connections to your next job - even your child's school parent-teacher association.

Luke's Circle - <http://lukescircle.com/>

Luke's Circle is a network and email list of talented professionals seeking opportunities in Boulder-Denver growth companies

Venture Loop - <http://www.ventureloop.com/ventureloop/home.php>

Connect with Startups

Indeed - <http://www.indeed.com/>

Large job search database. Find job postings then go to company website directly to apply.

What are Google Alerts?

Google Alerts are emails sent to you when Google finds new results -- such as web pages, newspaper articles, or blogs -- that match your search term. You can use Google Alerts to monitor anything on the Web. For example, people use Google Here's how it works:

1. You enter a query that you're interested in.
2. Google Alerts checks regularly to see if there are new results for your query.
3. If there are new results, Google Alerts sends them to you in an email.

For general queries like [football], you can get a summary of the new results every day. For specific topics, like [cardiovascular atherosclerosis], you might not get an email every day, but you'll find out when something new and relevant is published.

To create an alert, go to www.google.com/alerts/create

RESEARCH YOUR TARGETED COMPANIES

KNOWLEDGE is POWER. The more information you have about the company and position advertised (or the position you want) the more job hunting ammunition you have. You can use this information for

- Job hunting
- Networking
- Resume preparation
- Resume writing
- Cover letter writing
- Phone conversations and correspondence with the company
- Applying
- Interviewing
- Salary negotiation
- Benefits negotiation

What you should know about the company -From your on-line research you can usually find out the following

- Company specifics – legal name and locations
- Industry – who are the company's competitors?
- Mission statement and company philosophy
- Company's primary products/services
- Name of CEO/President
- Number of employees
- Annual revenue (when available)
- Subsidiaries or divisions
- Department heads (when available)
- BBB rating
- Recent news/PR – use Google Alerts for updates
- Structure: S-Corp, CEO, Board of Directors, etc.
- Whether the company is publicly traded or privately held
- The stock symbol and current trading price
- Six month record of stock price

From Networking you can usually find out the following

- Company outlook – possible merger ahead? Company relocation? Layoffs ahead?
- Name of hiring manager or others to speak to in the company who may be helpful
- Work culture
- Promotions policy (are internal or external candidates favored?)
- Salary and benefits information
- Interview process
- Drug testing/background check requirements

NETWORKING CARDS

Q: What are Networking Cards?

A: Networking cards are similar to business cards in appearance; you carry networking cards with you at all times during your job search. They contain key contact information, as well as some highlights of your skills, work experience, and educational/training that you have to offer.

Q: Where can I get them?

A: You can design and print them yourself if you have the right computer software and hardware; or you can go to a local print shop where you can choose a style and design; or you may order them on-line (example: iPrint.com, VistaPrint.com, or Moo.com).

Prices vary widely depending on your card quantity, choices, printing options, and design complexity.

Note: If you print them yourself, use special business card paper (such as Avery 3612). Use standard fonts, such as Times Roman, Arial, etc. and standard business font sizes (10-11 pts. is common). Unless you are in a field where you want to showcase your creativity, stay with a conservative business card appearance including traditional colors of ink and paper (black or dark blue ink; white or off-white paper).

Q: What do I write on a Networking Card?

- 1) Contact information including: name, email address, web site address, LinkedIn address, and phone number (no street address).
- 2) Brief highlights of your professional qualifications. Also, include any special credentials such as college degrees or certifications that are relevant to your job search.

Sample Networking Card:

<p>* State Licensed Social Worker * Nationally Certified Child Development Specialist * 10+ years Experience; Specialization: Adolescents</p> <p>Ryanna Jones, LCSW, CDS RyannaS@aol.com www.linkedin.com/in/ryannajones</p> <p>202- 222-1111</p>
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NETWORKING INTERVIEWS

The networking informational interview is an effective method for making direct contact with employers. The interview can be with anyone who may be able to give you helpful information, but usually with someone who works at the company you are targeting.

Your goal in a networking informational interview is to learn about the company culture, find out who the hiring manager is, or to get names of professionals in the same field with whom you can network. You must research the company or position and prepare questions in advance. You can discover hidden job leads and gather valuable information about what employers expect of applicants for a particular job.

It is recommended you do interviews in person rather than over the phone. A networking interview in person gives you an opportunity to see the work environment, which is an important part of a career decision.

Begin with names generated from your personal network or identify and contact local employers. Networking interviews should be conducted before there is a posted job opening for the position you want!

How to Start

- Ask friends and relatives to give you names of people they know who are working at the company or in the field that interests you. Assure them you are not asking for a job, but just want information. Be sure to ask if you can use their name.
- Have your calendar ready to plan and confirm dates.
- Email or call the person. Tell them your name and who suggested you contact them.
- Ask for a day and time to come in and talk with them for 15 to 20 minutes.
- Think about what you need to know about the position and the company. Decide which questions will fit this particular interview (see “Sample Networking Interview Questions” on page 9).
- Write the questions in a notebook to take with you to the interview.

Conducting the Interview

- Arrive a bit early, and take note of the time the interview actually starts.
- Introduce yourself, then express an interest in learning more about the company, management styles, company culture, and hiring policies.

- Ask questions you brought with you.
- Feel free to take notes, just be sure to inform them.
- Also, have copies of your resume and other materials you may want to share. Do not give the person your resume unless the person asks for it.

Closing the Interview

- Remember, since you set up the interview, you are responsible for closing it. Watch the time. When the 15-20 minutes are up, thank the interviewer for his/her time.
- Ask the person for a business card, which will give you the correct spelling of her/his name and an address for a thank you note.
- Also, ask for the names of other people in the company or industry you can talk to regarding the career. Be sure to ask if you can use their name when emailing or calling. You may also ask if it would be okay for you to email or call back if you have additional questions.

After the Interview

It is important to sort out information and write it down immediately after the interview. Ask yourself questions like:

- What did I learn?
- Why is this person successful?
- What did I like about the company?
- What did not appeal to me?
- Is this the kind of work environment I want?
- Who do I need to email or call next?

Be sure to send a thank you note within 24 hours of the interview. You may e-mail your note or write it on a plain "Thank You" card, but it should be sent immediately.

Do as many networking informational interviews as you need to meet more people. This process not only gets you in front of employers, but it can also help you determine what training you may need to keep your skills up to date.

SAMPLE NETWORKING INFORMATIONAL INTERVIEW QUESTIONS

Here are some questions you may want to ask. Pick only the ones appropriate for each interview. After researching, be sure to include some questions directly related to the product or the particular company.

- * What do you think are the key skills needed to do this job well?
- * What do you see as the future directions and trends within the company and industry?
- * What do you think sets your company apart from the competition?
- * What is the overall management style?
- * What level of autonomy do you have in your job?
- * What challenges(s) are currently faced by you/your department/the organization/the industry?
- * What excites you most about working here?
- * How many people work in your department?
- * How many people did the company hire for this type of position this year? Last year?
- * What opportunities are there for advancement?
- * How does your work fit into the mission of the organization?
- * What major changes do you see ahead in this field?
- * What are the best and worst aspects of working here?
- * What provisions are there for professional development/training?
- * Are the salaries at this company competitive with the market?
- * Can you give me the name of someone else here or in this industry that I could talk to?

SAMPLE EMAIL AND VOICE MAIL SCRIPTS

Email:

Dear Mr. Leigh:

I had coffee yesterday with a mutual friend of ours, Bob Smith. Bob Smith spoke highly of your expertise in the field of technical writing. He gave me your contact information and urged me to reach out to you.

I am an experienced technical writer with ten years' of experience in the pharmaceutical and health care industries. Though I have enjoyed the medical industry, I am looking to expand my skills to new areas, especially the manufacturing industry.

The reason I'm contacting you is that I would like to talk to you and find out more about your experience as a technical writer in the manufacturing sector. Would you be willing to spend a few minutes with me on the phone ... or even better yet, informally meet with me face-to-face at your convenience?

I look forward to hearing from you soon.

Best,
Mona Mustang
303-457-3442
<http://www.linkedin.com/in/monamustang>

Voicemail:

Hello. My name is Sarah Benson. Sally Smith from the Art Department of C.S.U. suggested I call you. I looked at your website and your work is impressive, especially your design for Longmont Fun Run.

I have worked as a Graphic Designer but was pursuing other interests the last few years. I would like to get back into the field and I'm interested to learn how I might integrate the new skills with graphic design.

Sally mentioned that you had been out of the workforce for a few years before landing the job you have now. I would appreciate meeting with you for 15-20 minutes to talk about what steps you feel are essential in getting back into the field.

Please let me know if a meeting is doable and if so, I could suggest some days/times that would work on my end. Otherwise, we could set up a time to chat on the phone. Let me know what works best for you.

Again, my name is Sarah Benson and I can be reached at (800) 222-0568. That number again is area code (800) 222-0568. I will follow up with an email as well.

Thanks and I look forward to connecting with you soon.

HOW TO BUDGET YOUR JOB HUNTING BEHAVIOR

It's not just the total time you spend on a job hunt that gets the result but how you allocate the time. Time spent on research and networking will give you the most return for your effort. Talking with people in target companies will help you get the information you need while raising your visibility within all your networks.

CareerXroads – The Staffing Strategy Connection
www.careerxroads.com

80% OF YOUR TIME

NETWORKING

- Attend networking meetings such as LongsPeakNet and BoulderNet.
- Join and attend meetup.com groups.
- Contact past co-workers and bosses – reconnect. (Use Google or LinkedIn).
- Join a professional organization in your field, attend its meetings, and join a committee or volunteer for an officer position to gain visibility.
- Volunteer.
- Conduct informational networking interviews; ask for names of people with whom to network.
- Chat with people in line at job fairs.
- Attend social events in your areas of interest.
- Sign up for temp work.
- Make the most of meetings that happen regularly or naturally (i.e. WFBC workshops!)
- Follow up on all leads; get back to people who gave you leads.
- Find ways/reasons to say thank you and send notes to anyone who has been helpful.
- Recommend someone on LinkedIn.

20% OF YOUR TIME

RESPONDING AND OUTREACH

- Research companies you are interested in (If you don't know how, ask the librarian at your local library for help).
- Make your application and resume searchable; be sure they include keywords from the ad.
- Keep your profile updated on LinkedIn, Facebook, and/ or Twitter.
- Keep adding to your connections.
- When you find a helpful link, send it to your connections
- Post your resume on general job boards (be sure to "refresh" once a week).
- Answer company generated web site ads; be sure to follow the instructions exactly.

EFFECTIVE JOB HUNTING BEHAVIOR

Ineffective Job Hunting Behavior	Effective Job Hunting Behavior
Letting your anger at what “they did to me” control and dominate your future.	Letting go of the past and getting on with your future.
Failing to recognize what your strongest and favorite skills are.	Taking lots of time to inventory your strongest and favorite skills.
Sending hundreds of resumes a week.	Setting up and updating LinkedIn Profile.
Spending hours on the computer.	Get out and meet people for coffee, etc.
Convincing yourself you can do this yourself.	Attending all local network group meetings.
Believing it’s up to somebody else to find you a job.	Believing it’s up to you to find another job – no one else can do it for you.
Spending five hours or even less a week looking for work (as most job seekers do).	Spending a minimum of 35 hours a week looking for work, just like a full-time job.
Approaching only the largest of companies.	Primarily approaching companies with 20 or fewer employees (that is where two thirds of all the new jobs are).
Looking only for vacancies.	Checking with any place that interests you, whether or not it’s known to have a vacancy.
Relying on internet job postings for leads.	Relying on everyone you know for leads.
Putting a label on yourself (e.g. “I’m a retail clerk”).	Confining the label you put on yourself to this and this only: “I am a person who is good at....”
Looking only for the job you’ve always done rather than considering other jobs that would use the same skills.	Looking at any job that will allow you to use your favorite skills.
Sending out resumes instead of going face-to-face.	Going face to face with potential employers first, if appropriate/possible, and find connections.
Doing no research on a place before going for an interview.	Researching by computer and word of mouth any company before you visit.
Failing to put together any kind of a support group and doing it alone.	Putting together a support group for yourself to whom you report back.
Collecting failure stories from your job hunting friends and believing all their discouraging words.	Collecting success stories from job-hunting friends.
Expecting none of this is going to work anyway, believing that “Nobody wants me at my age”.	Believing that with new jobs being created each year, there are many employers who want you and your experience-but since they don’t know how to find you, it is your job to find them.

WHAT TO DO AFTER THIS WORKSHOP

- Get your **networking cards** printed.
- Go to a **networking meeting**.
- Go to **meetup.com**, join at least one group, and go to one of its events.
- **Tell everyone you know specifically what you want.**
 - The type of job you are looking for
 - The names of people who work in a company you are targeting
- **Email** people. Ask them out for coffee.
 - Former bosses and co-workers
 - People on your email contact list
 - The people (whose names you got from your network) who work in the companies you are targeting
- **Identify companies** you are interested in working for, then narrow your list.
 - Look up companies on LinkedIn to see if you know anyone who works there
 - Follow those companies on LinkedIn, Twitter, and with Google Alerts to find out everything you can about each company.
 - Find out what their needs are and how your talents could address them.
- Hunt down company insiders and **schedule Networking Informational Interviews.**
 - Look through your LinkedIn connections to see if they have 1st or 2nd level connections at the companies you are targeting
 - Ask people in your network if they know of anyone who works at your targeted companies
 - Always ask permission to use your connection's name
 - Look up the person on LinkedIn before you email or call them
 - Email the person and ask for a networking interview or for the names of other people in the company (or industry) with whom to network
- **Keep yourself organized.** Create a spreadsheet of names, meeting dates, follow-up dates, and results of meetings, and dates for following up.
- **Find an accountability partner.** Find a friend or relative, not a significant other, to help you out along the way. Meet in person or on the phone/email to set new goals and report back. You are not in this alone!!!