

Flash Mob Fundamentals

- Buy a journal and use it exclusively for your search
- Start with a Strategic Marketing Plan including product, price, place and promotion
- Ready, Aim & Fire: Have your STAR stories memorized (**S**ituation or **T**ask, **A**ction and **R**esult)
- Get professional help on your resume. Natalie and her team are well equipped to help you create a winning resume.
- ABN: Always Be Networking – Don't stop
- Networking is a “contact sport!”
- Acknowledge people who help you connect
- Stay organized! Make a “family tree” of your networking connections.
- Emails, voice mails, LinkedIn messages/connections, Outlook invitations.... Check 3x per day
- Resume, target companies and “Professional Spotlight” on your phone. Contact Sara at Uhlsee Communications at sara@uhlsee.com
- Make great time choices.... Email, Indeed, Tlfr, Career Builder and LinkedIn are for non-Golden Hours - **Apply online AND THEN GET INSIDE!**
- Don't get frustrated nor “wear your heart on your sleeve.”
- Interview the company as hard, or harder, than they are interviewing you
- With LinkedIn and the Internet, being ill prepared for a meeting is very unprofessional
- Dress like the job you want
- Expand your networking channels: Most Trusted Advisors like Accountants, Attorneys, Bankers, Vistage Chairs and Board Members are key
- Throw new wrinkles into your search – THINK CREATIVELY – Send a hand-written note and small gift to reinforce your brand message
- Hang around with “can do” people. Don't be Eeyore!
- 70% of jobs are never posted. 90% of the greatest jobs are never posted
- Refresh yourself by doing gig work! Take a 90 day or 6 month, 1099 contract – Great way for you to get to know the company and vice versa!**
- Other ideas....