

# Job Search Fundamentals for Professionals

- ❑ Buy a journal and use it exclusively for your search
- ❑ Ready, Aim & Fire: Have your STAR stories memorized (**S**ituation or **T**ask, **A**ction and **R**esult)
- ❑ Start with a Strategic Marketing Plan including product, price, place and promotion
- ❑ Resume, target companies and “Professional Spotlight” on your phone. Contact Sara at Uhlsee Communications at [sara@uhlsee.com](mailto:sara@uhlsee.com)
- ❑ Get professional help on your resume. Contact [marlene.wamsley@promarkcpi.com](mailto:marlene.wamsley@promarkcpi.com)
- ❑ With LinkedIn and the Internet, being ill prepared for a meeting is very unprofessional
- ❑ Networking is a “contact sport!”
- ❑ Stay organized! Make a “family tree” of your networking connections.
- ❑ Acknowledge people who help you connect
- ❑ Join a non-profit Board of Directors and go “all in!”
- ❑ Expand your networking channels: Most Trusted Advisors like Accountants, Attorneys, Bankers, Vistage Chairs and Board Members are key
- ❑ Emails, voice mails, LinkedIn messages/connections, Outlook invitations.... Check 3x per day
- ❑ Make great time choices.... Email, Indeed, Tilt, 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
- ❑ Dress like the job you want
- ❑ 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!**
- ❑ [Unsettled Virtual Retreat | Design Your Career For Meaning \(beunsettled.co\)](#)\_\_Highly recommended by Flash Mob Alumna, Kate Fortlage
- ❑ Join groups on LinkedIn - Where is your next hiring manager hanging out on LinkedIn