

GET HIRED NOW!o

A 28-DAY PROGRAM FOR LANDING THE JOB YOU WANT

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C.J. HAYDEN



FRANK TRADITI

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GET HIRED NOW!
A 28-DAY PROGRAM FOR LANDING THE JOB YOU WANT

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FOREWORD

For more than twenty years I've worked with people in career transition—professionals, managers, executives, and others. Throughout this time, if I've learned anything at all, it's that people need a plan and a process by which to manage their job search. If they can find a plan that works for them, and if they can keep themselves motivated during their search, the results can be phenomenal! I've worked with clients who have landed new jobs—the kind never imagined, not even in their wildest dreams—largely because of their newfound ability to effectively plan and manage their search campaigns.

At no time in our past has the need for a plan and a process been more critical than it is today. The employment market we're faced with is unbelievably complex, jobs can be difficult to find, the competition is fierce, and it can be extremely difficult to keep oneself on-track when it's so easy to get frustrated and lost in the process. Should you spend your time networking, posting your résumé to job search sites, responding to online and/or print advertisements, contacting recruiters, or some other approach taken from this list of seemingly endless possibilities? How do you know how and where to proceed in your search campaign when today's options are virtually unlimited?

Well, C. J. Hayden and Frank Traditi have taken the mystery and uncertainty out of the job search process, eliminated the confusion, and created the path to job search success with their one-of-a-kind job search system that truly can work for you! Using a step-by-step plan with prescribed daily activities, their 28-day program for conducting a successful job search is like none I've ever seen. The comprehensiveness of the program is phenomenal, yet it's easy to understand and follow. No longer do you have to muddle through your search alone; rather, you can now follow their program to identify your goals, develop your search competencies, create an effective search program, and launch your successful search campaign. What's more, the tools, exercises, and activities included in the book are all extremely valuable in helping you chart your course for effective forward movement.

Whether you're a job seeker looking for your next opportunity or a career coach or counselor looking for new tools to help you help your clients, this book will be of great value to you. In particular, job seekers can benefit in so many ways. You'll:

- Accelerate your job search, get more interviews, and find a new position faster and easier.
- Better understand your career goals and objectives, as well as the necessary strategies to achieve them.
- Identify the appropriate job search channels that will yield the most opportunities and save valuable time by eliminating unproductive leads.
- Master the intricacies of truly effective networking and discover how to make use of your contacts to open new doors.
- Learn how to take charge of your search campaign, stay in control, and achieve your desired results.
- Stay focused, motivated, and on-track throughout your entire search.

In short, you will succeed!

Wendy S. Enelow, CCM, MRW, JCTC, CPRW

Founder and past president, Career Masters Institute

Author of more than twenty books on résumé writing, interviewing, job search, and career marketing

INTRODUCTION

Change is the law of life. And those who look only to the past or the present are certain to miss the future.

— **John F. Kennedy**

The average working adult will change jobs ten times over his or her lifetime. Given that average, you can expect to be looking for work about once every four years. Isn't it time you had a system for finding a job?

Get Hired Now! is a complete job search system for the job-seeker in any field. This book contains a 28-day program for coaching yourself to job search success. It has everything you need to get your job search unstuck, make the best use of your time and energy, stay motivated in the face of rejection, and land the job you want.

Who should use this book

If you were recently laid off, fired, or had your contract terminated, the 28-day program will help you immediately get on the fast track to finding a new job.

If you have been looking for work too long and you're feeling lost or stuck, our unique system will help you find where your job search is blocked and determine exactly what to do about it.

Or perhaps you are planning a major life transition, such as graduating from college, returning to the workforce after an absence, or contemplating a career change. Our program will help you get into action now while you still have time to explore your options with less pressure.

It doesn't matter if you are an entry-level worker or a top executive, an administrative assistant, an engineer, or a sales manager. This program will work for anyone seeking a job because each person will use the program differently.

Get Hired Now! is for anyone actively seeking a new job or a career change. If you are ready to do something about your job search tomorrow morning, this book is for you.

When to use this book

Alert: if you are in a contemplative phase of exploring your career goals and desires through self-examination, inner dialogue, and other solo exercises, our program will not be a good choice for you—yet. This is a program of action and it will only be valuable if you act. Once you are ready to begin interacting with the outside world to make your transition, come back to us. Our program will help you then.

Also, if you are choosing a career from scratch, whether it's your first or your fourth, you'll need help outside this book to do so. *Get Hired Now!* is a program for job search rather than a guide to choosing a career. But if you have at least a general idea of the type of work you want to do and in which industry, we think our program will help you find it, even if you don't yet know what that job is called.

How to use this book

Get Hired Now! uses a cookbook model to help you create a job-search action plan. First you will discover where on the Job Search Pyramid your current diet of activities may be out of balance. Next we will help you identify the Success Ingredients that may be missing from your job search efforts. Then you will choose from our Action Plan Menu the specific courses of

action you will take. We provide detailed recipes for the job search techniques we suggest to help you successfully implement your plan. This road-tested system for marketing yourself as a job-seeker is based on the *Get Clients NOW!* program first introduced by C. J. Hayden in 1995.

You will get the most value from this book if you commit from the outset to completing the exercises as you go. Just reading the information we've presented here will be helpful, but where job search is concerned, more learning is rarely enough to do the trick. You need to choose a direction, take action, and keep moving forward in order to succeed.

Once your job search action plan is designed, the 28-day program will put your strategy into action immediately. You can use the program quite successfully by yourself; or to make it even more powerful, team up with a job search buddy, job club, or career coach.

For additional resources on any of the topics discussed in the book, or to find a buddy, club, or coach to help you work the program, please visit our web site at www.gethirednow.com. Our free newsletter and online message board will connect you with other job-seekers and keep you up to date on the latest job search techniques.

C. J. Hayden, MCC
San Francisco, California

Frank Traditi
Highlands Ranch, Colorado

Whenever you are asked if you can do a job, tell 'em, "Certainly I can!" Then get busy and find out how to do it.

— Theodore Roosevelt

PART I — THE SYSTEM

Chapter 1— *What Really Works?* Effective Job Search Approaches

To know the road ahead, ask those coming back.

— Chinese proverb

How People Find Jobs

Finding a job is all about people. It's the people you know, people you meet, and people you locate who have information, who will inevitably help you get a job. Sending out your résumé to hundreds of companies won't work; neither will sitting by the phone waiting for it to ring. You have to *find and connect with* the people who will ultimately pave your way to getting hired.

There are literally millions of résumés sitting on managers' desks right now that are headed for the reject pile or the wastebasket. Many companies receive from 200 to as many as 10,000 résumés a month. How will you and what you have to offer stand out in that sea of paper and e-mail?

Surveys estimate that 74–85 percent of available jobs are never even advertised. If you limit your job search activities to finding and applying for advertised positions, you're missing many more possibilities than you are finding. How can you find these unadvertised jobs?

Internet job boards are rarely much help. Whether you use them to seek out job postings or to post your résumé, only two to four percent of job-seekers find a job using one of these services.

Finding the right opportunities, getting a company to invite you in for an interview, and then having to compete with so many other candidates for the same job appears to be a daunting task. So how do job-seekers find open positions and eventually get hired? Ask any successful job-seeker that question and here is what you'll hear: "my network," "referrals," "a lead from someone inside the company," "word of mouth," and "contacting people."

Perhaps you already knew those answers. So why don't you have a job yet? If you're like most first-time users of the *Get Hired Now!* system, one or all of the reasons below will sound familiar:

- *You don't know where to start.* Finding the right job seems like an overwhelming task. There are either too many job listings to sort through, or you can't find any opportunities that seem to fit. You make a few stabs at job-hunting but you get nowhere. Interviews aren't coming your way; nobody is calling you back, so you end up feeling frustrated and do little else.
- *There are too many things to do.* You realize that you need to increase your network, but you think your résumé isn't quite good enough, so you work on that. You know that contacting potential hiring managers is important, but it's easier to look at the help wanted ads in the paper. You question whether all of your time spent in informational interviews will ever be worth it. You don't have a way to prioritize your job search activities and manage your time.
- *It's difficult to stay motivated.* You may know exactly what you need to do, but you avoid doing it. It's much easier to surf the Internet or watch television than go to an association meeting where you might meet the right person who can lead you to a great job opportunity. You've gone weeks or months with few interviews and no job offers. When

you get a rejection letter or no response from companies you've contacted, you take it personally. It's easy to blame the economy, lack of job openings, or the time of year.

If any or all of these obstacles have stopped you in your tracks, then you are in good company. Job-seekers rarely fail because there are no job opportunities. They fail because they don't effectively contact and follow up with the people who can lead them to jobs. This is why the *Get Hired Now!* system works; it provides both a structure and tool kit for taking action to find the people who know about job opportunities—and it helps eliminate the roadblocks.

SIDEBAR: Always Looking for the Next Job

Some people say I've been lucky and been in the right place at the right time, but you have to be able to recognize opportunities and be willing to take advantage of them. I worked for an environmental disposal firm straight out of college, picking up hazardous waste throughout a ten-state territory. I was sent to Missouri to clean out a manufacturing facility that was shutting down. There I met the divisional Environmental Health and Safety manager. I strove to do my best for him, and when I left, I gave him my card.

Two weeks later he called and offered me an EHS manager job at a plant in Arkansas. I worked at that plant for three years before they sent me to a smoke school seminar at a power plant where I met several of the plant operators. My husband was looking for a new job, so I asked them if they had any job openings that might fit his desire to be a lineman.

They said no, but they did have an opening for an environmental specialist. I read the job posting and thought I didn't have enough experience to get the job, but that an interview practice session wouldn't hurt. It didn't hurt at all. Two weeks after the interview, I came to work for them at one of their largest coal-fired power plants.

In less than six years from graduating with my bachelor's degree, I've tripled my salary, gotten my master's degree, and am working for one of the largest utilities in the country in a job that I love. Success is a choice, and I continually choose to succeed. Don't ever make assumptions. You may miss a golden opportunity.

Kellee Cook
Batesville, Arkansas

How Our Program Works

Get Hired Now! breaks down the job search process into a series of simple steps so you will know exactly where and how to start finding a job today. It organizes the steps into a proven system built around three powerful elements: effective job search approaches, an action-oriented, 28-day program, and suggestions for managing the fear, resistance, and procrastination that may hinder your job search. The program shows you how all the pieces of the job search puzzle fit together: what to do, when to do it, and how to measure your results.

Cooking Up Your Own Job Search Program

We think that designing and implementing a successful job search campaign is a lot like cooking a nutritious meal. When you are cooking, you need to decide what's on the menu, shop for ingredients, and make sure your food choices combine to make a healthful diet. In the first five chapters of this book, we are going to guide you to select a regular menu of job search activities, prepare the essential ingredients for job search success, and evaluate your choices to create a balanced job-seeking approach.

When your personal job search action plan is ready for consumption, you'll begin the 28-day program. We'll help you start each day with a specific list of things to do and provide plenty of daily advice for working through internal and external barriers to effective action.

We recommend reading Chapters 1 through 5 in sequence, completing the exercises as you go. When you are ready to begin the 28-day program, start reading Chapter 6, one section per day. Two rest days per week are built into the program. Chapters 7 through 11 contain our job search recipes. You can use these for reference while you are designing your action plan, or for help in implementing your plan as you go. Each of these chapters covers one stage of the Job Search Pyramid that you will learn about in Chapter 2. You will choose a single stage to focus on during the program and will need to read only the chapter that pertains to the stage you select.

By making this a 28-day program, do we mean you will find a job in twenty-eight days? In some cases, yes. Since 2003, when this program first became available, we have seen many *Get Hired Now!* participants find a job in less than twenty-eight days. But because everyone's situation and starting place will be different, there are no guarantees. You may need to repeat the program for a second twenty-eight days, or a third. That's okay; the program is designed with this intention.

After completing the program, you may choose to repeat the program using the same action plan for another twenty-eight days or begin again starting in Chapter 2 to design a revised plan. Either way, you will continue to benefit from the strategy, focus, and motivation that the system provides.

Key components of the program

The *Get Hired Now! Action Worksheet* is the principal planning tool for designing your personal 28-day program. A completed sample worksheet appears in **Figure 1-1**. Here are the six key components of the program included on the worksheet:

1. *Job Search Approaches*—The two or three overall strategies you will be using to look for a job during the month of the program. You will choose these later in this chapter.
2. *Pyramid Stage*—The stage of the Job Search Pyramid where you are stuck or need the most work. You will discover this in Chapter 2.

3. *Program Goal*—The specific result you plan to achieve during the 28-day program. You will set this goal in Chapter 3.
4. *Success Ingredients*—The missing ingredients you require to be successful in your job search, which you will create during the program. You will choose these in Chapter 4.
5. *Daily Actions*—Ten specific steps you plan to take on a daily or weekly basis over the next twenty-eight days. You will design these in Chapter 5.
6. *Special Permission*—The permission you will grant yourself to assure success in areas where you failed in the past. You will learn about this in Chapter 5.

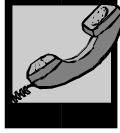
Figure 1-1: Completed Action Worksheet

Get Hired NOW!™ Action Worksheet

What strategies will you use?



1. NETWORKING & REFERRAL-BUILDING



2. CONTACTING POTENTIAL EMPLOYERS



3. INFORMATIONAL INTERVIEWING



4. EMPLOYING RECRUITERS & AGENCIES



5. SEARCHING SPECIALIZED JOB LISTINGS



6. USING HELP WANTED ADS



Where are you stuck or lost?

Knowing what you want

Finding opportunities & contacts

Applying to employers

Getting interviews

Landing the job

What is the job you really want? project manager in telecommunications industry

What would that get you? buy a new car

What is your goal for this month? contacts at 10 potential companies

What will be your reward? take a long weekend and forget about job hunting

Success Ingredients

	Target Date
1. <u>Ten-second introduction</u>	<u>5/6</u>
2. <u>Networking skills (at 75%)</u>	<u>5/13</u>
3. <u>Target company list (20 companies)</u>	<u>5/20</u>

Daily Actions

- Appetizer:** Complete 1 item each day from my Success Ingredient project list
- Main Course: Attend 2 networking events each week
 - Main Course: Schedule 2 lunch or coffee meetings each week
 - Main Course: Meet 3 new people from my target companies each week
 - Main Course: Ask for a referral once per day
 - Main Course: Volunteer in my industry once per week
 - Main Course: Research companies in print or on the Internet 1 hour per day
 - Main Course: Review 1 trade publication daily
 - Main Course: Write to 1 person at a target company every day
 - Dessert: Exercise 3 times per week
 - I can stay positive no matter what happens

Special Permission _____

Getting Help to Make It Happen

By using this program, you are going to add a new level of focus, strategy, and structure to your job search that will substantially increase your likelihood of success. But you can stack the odds more in your favor by adding some outside help. Here are some of the additional aids that can make your job search more effective and less stressful:

- *Accountability* — Find someone (other than you) to whom you can be accountable. Have that person ask you once or twice a week what you have done so far, and what's next.
- *Perspective* — Get a different point of view on your progress or your challenges. Just hearing your problem restated by another person can give you insight that will help you find a solution. When you are feeling low because you haven't yet reached your goal, it's also great to have someone point out that you are more than halfway there.
- *Support* — It's helpful to have someone else to complain to or celebrate out loud with; someone who cares about your progress. If you are up against a roadblock, grouching about it for a few minutes may be all you need to get back into action. And having someone with whom to share your success can make it much sweeter.

You could use your spouse, partner, best friend, or a co-worker to provide this extra help, but the individuals closest to you may not be the best choice. The people in your personal life will not always be thrilled to learn you plan to spend more time on your job search, and co-workers may tend to sidetrack you with immediate problems or day-to-day tasks. You may find it more beneficial to look for accountability, perspective, and support from someone with more detachment, yet who clearly understands the importance you are placing on achieving your job search goals. The best way to get this extra advantage is from a job search buddy, job club, or personal coach.

Support for your job search

A **job search buddy** is a friend or colleague who also wants help to get into action and stay on track with his or her job search. The two of you assist each other in reaching your goals by setting up a regular check-in, with each of you reporting on progress, announcing successes, and stating challenges. The buddy's job is to listen, celebrate, commiserate, and be a brainstorming partner.

Job clubs serve the same function for a group of people who wish to work together. You may be able to find an existing support group for job-seekers through career centers, schools, industry associations, or online communities. You may also discover other support groups with a career focus (sometimes called success teams or action groups) through local periodicals, community organizations, or resource web sites. If you would like to be part of a group in which all members are using the *Get Hired Now!* program, you can connect with a group on our web site **www.gethirednow.com**. Some groups have a professional leader, while others have each member take turns leading.

You can also hire your own **personal coach or life coach** — a professional who is trained in assisting people to set and achieve goals. Some coaches specialize in career transition and working with job-seekers. They may call themselves career coaches, job coaches, or career consultants. Ask your friends and colleagues if they have worked with a coach to whom they could refer you, or get a list of coaches who are familiar with this program from the *Get Hired Now!* web site.

Keep in mind that support from a buddy, group, or coach does not have to involve in-person meetings and travel time. Many groups meet via telephone conference lines or live online chats; and your buddy or coach can work with you by phone or e-mail.

What Works and What Doesn't

You've learned that the first secret to finding job opportunities and eventually getting hired is to connect with the people who will help you find the job you want.

Here's the second secret: *a successful job search is more like a marketing campaign than it is an actual search*. The traditional picture of job-seeking is that you look for open positions that have been posted somewhere and follow a formal application procedure to be considered for them. But if 74–85 percent of positions are never advertised, how effective can this be? And with thousands of job-seekers applying for only those positions that *are* advertised, the competition can be overwhelming.

While a portion of your job search may be devoted to locating posted positions, the only way to beat the odds *and* the competition is to actively market yourself and locate positions before they are advertised.

Marketing yourself as a job-seeker means locating the people who can offer or lead you to opportunities and telling them what you are capable of, over and over. You do have to seek them out—you can't wait for them to find you. There are many ways of telling them what you can do—in person, in writing, by phone—but you must tell them. And you have to tell them over and over. No one will remember you if they hear from you only once.

Just as any company selling a product or service works from a strategic marketing plan with proper tactics to put the plan into action, so should you. In this case, you are the product. Finding job opportunities takes a disciplined approach using strategies that are proven to work. **Figure 1-2** illustrates the six approaches from which you can choose to design your job search campaign. All six approaches can work, but the approaches listed at the top are more effective than those at the bottom because of their increased payoff. The payoff for each approach is indicated on the diagram's middle line. Each of the top three approaches can produce:

- *Contacts*—An increased number of people in your network helping you seek out opportunities
- *Referrals*—Introductions to new people for your network or people with the power to hire you
- *Leads*—Information about open positions or companies that might have opportunities for you

Networking and referral-building will provide you with the maximum number of all three payoffs, so that approach is ranked as the most effective. Contacting prospective employers and informational interviewing are about equal in terms of their potential payoff, but contacting employers (once you are ready) is more likely to lead directly to a job.

Employing recruiters and agencies will give you more contacts looking out for you and more leads to pursue, but they are unlikely to refer you to others. Using job listings and want ads can provide you with leads, but no new contacts or referrals.

In any effective job search, you will most likely employ a combination of several approaches, used in varying degrees. In this book, we're going to tell you exactly how to use each approach, including ways to make the less effective approaches work better. The following section defines each of the six job search approaches and gives some examples of how you can use them. The activities listed are samples of what would appear on your daily job-search action menu if you chose that approach. In Chapters 7 through 11, you will find detailed recipes for each one.

SIDEBAR: You Gotta Have a System

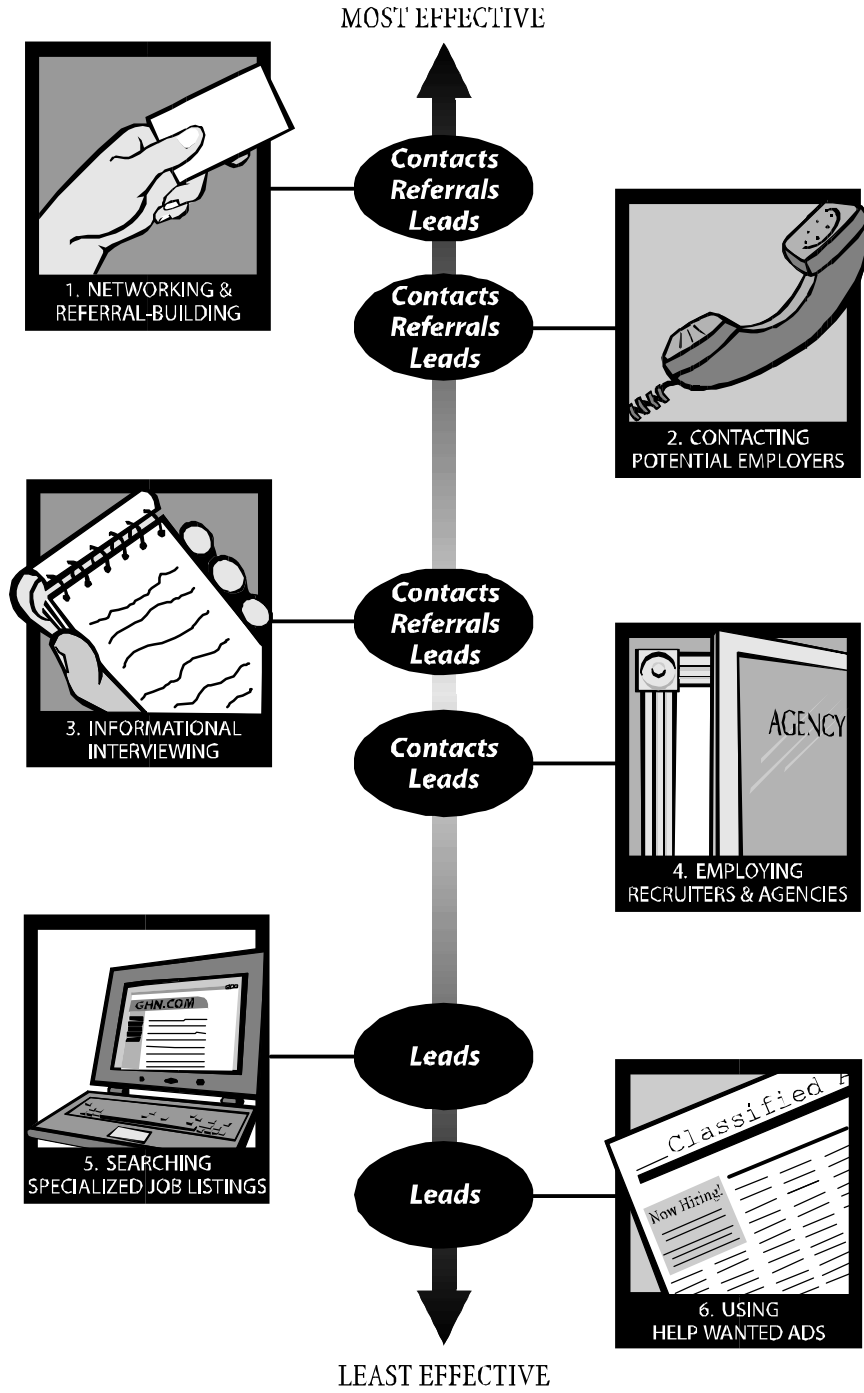
The aspect I like most about the *Get Hired Now!* program is that it is an organized system. The system allowed me to focus on the specific tools I needed to be successful and the actions that would lead me to eventual success. Fear of doing the wrong thing caused me to fail to act in the past. The systematic approach of the program gave me the confidence that my actions were the right actions—no more fear.

I think one of the biggest problems most job-seekers have is working in a start-and-stop mode. They try a few things and when they don't get immediate results, they try something else or put their job search on hold. But you really sabotage yourself that way. Many job search approaches take time and repeated contacts to pay off. If you lose your momentum, leads get cold, people forget about you, and you end up having to start over from scratch.

Using *Get Hired Now!* to decide what I should be doing was as easy as ordering from a menu at my favorite restaurant. It helped me decide on the best actions and most important success ingredients to keep moving forward. When I needed to continue on for a second month, the system allowed me to make simple changes to refocus my efforts. My fear was replaced with confidence and my inactivity was replaced with results because I stayed in action.

Scott Martin
Huntsville, Alabama

Figure 1-1: Effective job search approaches





Approach: Networking and Referral-Building

Networking is the process of developing relationships with people who can help lead you to job opportunities. When you attend an event of any kind, you may meet hiring managers, job lead sources, and other valuable contacts. When you follow up with the people you meet, you begin building relationships. Your network is a community from which you find out about open positions, companies needing your expertise, and influential people who can facilitate your job search.

Referrals from people who have insight into job opportunities can flow directly from your network. You are creating a word-of-mouth system that will constantly feed information to you.

Sample activities for networking and referral-building

- Attending networking events, classes, or workshops
- Lunch or coffee meetings
- Personal calls and letters
- Working as a volunteer or serving on committees
- Participating in an online community
- Attending sporting or cultural events
- Participating in job clubs
- Contacting alumni of your school
- Contacting professional associations
- Reading the trade press
- Writing articles in your field
- Public speaking in your industry or community

SIDEBAR: The Network Always Works

I had a great job in an empowering environment, making more money than I'd ever made. My branch office revenues were ahead of plan, our office was profitable, and the bonuses were excellent. Then I returned from a two-week vacation in Costa Rica and found out the company had decided to close my branch office. It was a huge shock for all of us.

I've always tried to keep in touch with a network of key people in my field. That very day, I picked up the phone and called several influential contacts in my industry. Within days, potential job opportunities started to come out of the woodwork. Within a week, I had three interviews set up. One position required that I come in to take an assessment prior to any interview. I took the test on a Wednesday, flew to Chicago for an interview on Friday, and had an offer Monday morning for an even better job than the one I was losing.

I can't stress enough the importance of building relationships within your industry. In my twenty-five-year corporate career, I never once secured a job from a newspaper ad, job board, or even a recruiter. A commitment to life-long learning, knowing my strengths, and a strong network were the keys to my corporate success.

Christy Donner
Blue Springs, Missouri



Approach: Contacting Potential Employers

The best way to make contact with potential employers is to place a phone call or send an e-mail, letter, or fax directly to a specific person at a place you wish to work. This approach helps you locate unadvertised job openings you would otherwise not find.

You need to direct your message to an individual, not a company, department, or job title. In your communication, you must demonstrate your ability to solve problems or create opportunities for the organization. The best contacts are executives or individual department managers. Much less effective is contacting an organization's human resources department because someone will typically only respond to you if the company already has an advertised position.

Sample activities for contacting potential employers

- Warm calls to people you've met or to whom you've been referred
- Cold calls to people you don't know
- Sending personal letters
- Informational interviews
- Sending job proposals that describe how you can help the organization
- Researching potential employers to tailor your approach
- Follow-up calls and letters



Approach: Informational Interviewing

Informational interviewing is like what journalists do to get information for articles they are writing. You learn more about a company or industry in a nonthreatening setting. You set up meetings like these not to interview for a job, but rather to explore your interview subject's industry, company, and opinions on the marketplace while mapping out your next career move.

A word of caution about informational interviewing: don't bait and switch the person with whom you are meeting and try to turn the encounter into a job interview. However, if your interview subject expresses interest in your qualifications and abilities, the door will be open for future discussions about working in the organization.

Sample activities for informational interviewing

- Researching industries, jobs, and employers
- Warm calls, cold calls, and personal letters to set up meetings
- Meetings with people in any of these categories:
 - top executives
 - line managers
 - salespeople
 - clients and vendors of potential employers
 - recruiters and employment agencies
 - alumni of your school
- Contacting professional associations
- Follow-up calls and letters

SIDEBAR: Informational Interview Led to a Job

I quit a job I'd had for twenty years as CFO for various entities of a Fortune 500 company. I spent two months trying to decide what career I wanted, exploring work environments, types of work, and what mattered to me personally. One step I took was to interview people who held the jobs I was considering to find out if they were really what I was looking for.

First I spoke to a training manager at a real estate firm who told me the hours wouldn't suit a mother of young children, and that the job prestige wouldn't be nearly what I was accustomed to. Next I interviewed three financial advisors with very different practices from each other. I asked each for half an hour of their time and honored that by sticking to a uniform list of questions I had developed.

By the time I'd interviewed the third one, the first advisor, who was with an independent firm, called and asked to have lunch, saying he might need somebody. I've been working with the independent advisor's firm for two years now and think this may be what I want to do for the rest of my professional working life.

Amy H. Maley, CPA
Macon, Georgia



Approach: Employing Recruiters and Agencies

The key fact to know about working with recruiters and agencies is that they work for the hiring company, not you. They make their money by filling positions at the organizations that hire them, not by placing you somewhere.

Recruiters for executive, professional, and technical positions tend to work with the upper end of job responsibilities and salaries and can be quite selective of whom they present to their client companies. There are typically one to three other candidates the recruiter recommends who are interviewing for the same job.

Employment agencies work with a wider range of positions and salary levels. They are not as selective about who they present to their clients because they spend less time on any one search, but they still insist on candidates possessing the specific skills the employer specifies for the position. Many agencies use a temporary-to-permanent model wherein an employee is first placed with their client company as a temporary employee at an hourly rate with little or no benefits. Then if the employee performs at or above expectations, an offer for permanent employment might be extended.

Sample activities for employing recruiters and agencies

- Registering with selected agencies
- Contacting specialized recruiters
- Sending letters that describe your specific qualifications
- Educating recruiters about your skills
- Consistent follow-up



Approach: Searching Specialized Job Listings

Job listing services and Internet job boards offer a wide array of information about open positions. You'll find positions listed with individual employers, state, county, or provincial employment departments, professional associations and networking groups, job fairs, career centers, and many other resources that serve specific communities.

The Internet is bursting with job listings and your time spent here needs to be managed appropriately. Most postings have a short shelf life and may attract hundreds of applicants. We recommend avoiding the big job boards and only frequenting sites that specialize in your industry, job field, or local community.

Sample activities for searching specialized job listings

- Reviewing postings of advertised jobs
- Posting résumé on job boards
- Registering with government-sponsored services
- Visiting career centers, association offices, and other community resources
- Attending job fairs
- Applying for advertised positions
- Using listings as a data source for researching industries or companies

SIDEBAR: Forget the Net

After twenty years of great performance, I found myself laid off and without a job. I moved across the country to be with family, thinking that the major metropolitan area I was moving to would offer lots of employment opportunities. But I didn't know anyone in this new area. No problem, I thought. I'll just look at those great job search sites on the Internet.

There were lots of listings out there that fit me. I researched the companies, wrote terrific cover letters, and made sure my extensive résumé highlighted what each job description said they needed. The ratio of responses was about ten to one—for every ten résumés, I got one answer. But the answer was always, “Thanks, but no thanks” and “We'll keep your résumé on file.” The few times I got a response from a headhunter or company, I found that the job was at a much lower level than the advertisement implied and wouldn't begin to match my skill level.

After I started networking in this area—joined the local chapter of my professional association, became part of a social group, and joined a group of people with the same hobbies as I have—I finally started to get job interviews.

I never once got an interview from a job posting on the Internet.

Cookie Burkhalter
Wilmington, Delaware



Approach: Using Help-Wanted Ads

This is usually the first place job-seekers look for opportunities in their field of expertise. Unfortunately, many people stop there. Discouraged by the lack of ads that meet their requirements, they start thinking finding a job will be impossible. But the help-wanted ads don't tell the whole story behind the job market. Many companies never advertise open positions because they get plenty of applicants referred by people who already work at the company as well as through the managers' personal networks.

Instead of applying for the positions you see advertised, you will have more success using the classified sections of newspapers and trade publications as research tools to help guide you to organizations and industries that might be hiring but aren't advertising the job you want.

As a general rule, we don't recommend applying for any positions listed in major metropolitan newspapers. However, it is possible to find positions worth your time to apply for advertised in the want ads of smaller or more targeted publications.

Sample activities for using help-wanted ads

- Reviewing help-wanted ads in selected publications
- Applying for advertised positions
- Proposing a position which isn't advertised
- Approaching similar companies who aren't advertising

Making Your First Selection

After reading this overview of the six possible job search approaches, you probably have some idea of which ones you would like to employ in your *Get Hired Now!* program. Consider which two or three of the approaches you might like to use. Any more than three would be too many to focus on in a twenty-eight-day period, and less than two won't give you enough flexibility.

If you're unsure which approaches might be best for you, keep reading. You'll find more guidance on selecting approaches in Chapter 2.

What If You Want to Start Now?

If you follow the instructions in Chapters 1 through 5 carefully, completing the *Action Worksheet* as you go, you will end up with a well-considered action plan for your 28-day job search program. This is our suggested approach. Yet we've worked with enough job-seekers to know that you may be eager to get started immediately and may not wish to take the time to follow all the steps. If so, skip forward to the blank *Action Worksheet* at the end of Chapter 2 and begin completing it now, using the sample completed worksheet in this chapter as a guide.

If you feel comfortable proceeding with the plan created by that simple method, jump directly to Chapter 6 and begin your 28-day program. Will it be as effective as following the steps in the remaining chapters? Probably not. Will it get you into action immediately and produce some results? We think it will. Just by filling out the worksheet, you will have made some specific choices about how to conduct your job search and set up a structure to keep it in motion. This by itself is a move in the right direction.

ABOUT THE AUTHORS

C.J. Hayden is the author of *Get Clients Now!* (AMACOM, 1999) and *The One-Person Marketing Plan Workbook*. Hayden is a business coach who teaches people in business to make more money with less effort. Her San Francisco firm, Wings Business Coaching, specializes in working with self-employed professionals and people in marketing and sales. Since 1992, Hayden has worked with thousands of people building a private practice or looking for work.

A Master Certified Coach and Certified Professional Co-Active Coach, Hayden is a graduate of the Coaches Training Institute in San Rafael, CA and a *magna cum laude* graduate of San Francisco State University. She is a recognized leader in the coaching profession as a founder of the first international coaching association, and editor of the first coaching newsletter. Hayden has taught Marketing for John F. Kennedy University, Mills College, SCORE, and the U.S. Small Business Administration, and has taught coaching skills for The Coaches Training Institute, Marriott International, Wells Fargo Bank, and BP Amoco.

A popular speaker and workshop leader, Hayden has presented hundreds of programs on relationship marketing, fearless self-promotion, and career success. She contributes regularly to the web sites Sharper Training, Salesvault, BizLand, Business KnowHow, and many more. Her hundreds of articles have been published in *Home Business and Winning Strategies* magazines, and the newspapers *California Job Journal* and *Bay Area BusinessWoman*.

Hayden has been featured in *Working Woman*, *Home Office Computing*, and *Costco Connection*, and in numerous books, including *Get Slightly Famous* and *The Eleven Commandments of Wildly Successful Women*. She has been widely interviewed by newspapers, magazines, radio, and TV.

Frank Traditi is a career strategist who helps talented professionals design a game plan for an extraordinary career. Since 1983, Frank has helped hundreds of job-seekers, managers, executives, business owners, and sales professionals achieve unparalleled career success. He is a 20-year veteran of Fortune 500 companies holding executive management, career services, sales, customer service, and training positions.

A leader in the Denver business community, Frank serves on the board of Professional Networks, a Denver networking association for job-seekers and career changers with over 500 members. He speaks regularly on job-hunting and small business marketing strategies to groups nationwide. Frank has taught marketing, job search, and career success skills for the Colorado Department of Labor and Employment, US Bank, MetLife Insurance, Internet Chamber of Commerce, Public Relations Society of America, International Association of Business Communicators, Layoff Lounge, Pink Slip Party, Toastmasters, Medical Library Association, University of Wyoming, and University of Colorado.

Frank's timely articles on job search and personal marketing have been featured in the *Denver Post*, *Rocky Mountain News*, and *Job Search Extra*. In addition, his articles are widely published in online venues such as Shared Vision Network, 3 Minute Learning, Impact Articles, IdeaMarketers, ListChannel, and Ezine Links.

Frank is a graduate of CoachTrainer™ and the Teleclass Leader Training Program™, and an active member of the International Coach Federation and CoachU Career Special Interest Group. He is a board member of the Denver Coach Federation, where he served as Public Relations Director and is current editor of their national ezine and newsletter. Frank also served on the board of Rocky Mountain Junior Achievement.

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"This reader-friendly book provides motivational tools for establishing the kind of authentic personal connections that flow naturally into career success. It's like having your own intelligent and wise cheering section."

-- **Lee Glickstein**

Author, *Be Heard Now! Tap Into Your Inner Speaker and Communicate with Ease*

"I have always been a great fan of C.J. Hayden's *Get Clients Now!* and am delighted to see the same principles brought to the challenge of finding a new job. The great strength of *Get Hired Now!* is that it gives any job-seeker a clear framework for taking consistent focused action – and that is the best way to achieve any goal. What's more the plan of action will be tailor-made for the individual's temperament and preferences.

-- **Mark Forster**

Author, *Get Everything Done and Still Have Time to Play*

"C.J. Hayden is the unquestioned master when it comes to tricky issues like job hunting and client-finding. Yes, you can live your dream and with C.J.'s work in *Get Hired Now!* you can turn that dream into a lucrative, paying job."

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CEO, Shared Vision Network
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-- **Susan Harrow**

Author, *Sell Yourself Without Selling Your Soul*

In *Get Hired Now!*, Hayden and Traditi have created a valuable resource for job seekers and career coaches alike. The book focuses in detail on each stage of the job searching process and provides step-by-step instructions on how to develop and implement a 28-day program that delivers results. Serious job seekers will find great value in this book just by reading the table of contents! If you're a career coach, I highly recommend adding *Get Hired Now!* to your resource library."

-- **Maria E. Hebda**

Founder, CertifiedCareerCoaches.com

"Searching for a job can be an overwhelming and often daunting task. Where do you start? How do you find that great new job without the search consuming you? How do you stay motivated when you feel so frustrated? The thorough and practical set of job search strategies offered by *Get Hired Now!* will help you plan and manage your time, give yourself permission to rest and regroup, and ultimately land the job you want."

-- **Leslie Salyer**

Vice President, Knowledge Management & Communications
Express Scripts, Inc.

"You need only two things in life to succeed -- the desire and a plan to get there. Desire comes from within you. The plan lies within the pages of *Get Hired Now!*"

-- **Robin Wise**

President and CEO, Junior Achievement Rocky Mountain, Inc.

"Finally! A book that not only tells it like it is in the job-hunting world, but lays out a road map of exactly how to uncover that elusive job opening. It's written in a very 'coach-like' manner, providing plenty of opportunity for a coach to help a client work through any roadblocks they might have or for a job-seeker to do plenty of self-reflection. I would recommend this book to anyone seeking a new position or to any coach serious about helping clients succeed in their job-hunting effort!"

-- **Michael J. Beck**

President & Executive Coach, Exceptional Leadership, Inc.

"*Get Hired Now!* has just become required reading for my clients who are in job search. In fact, it should be the standard for everyone looking for that next position."

-- **Gordon Miller, Executive Career Coach**

Author, *The Career Coach: Winning Strategies for Getting Ahead in Today's Job Market*

"Employment experts C.J. Hayden and Frank Traditi have written a gem of a book which aids the job-seeker in finding their dream job. *Get Hired Now!* is a very specific and focused 28-day program.... the goals laid out in the text of *Get Hired Now!* will help you to make great progress in finding and getting that dream job that you've always wanted."

-- **Ward Johnson**

VP Sales, Assessment.com

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-- **Laura Halpin, CSP**

Vice President, McCall Staffing Services