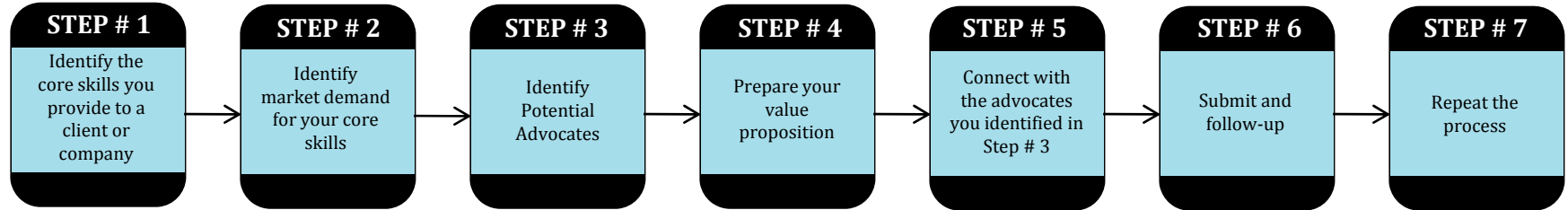
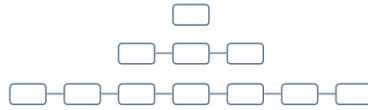


Rod Colón presents:

The 7-Step Job Search Methodology

JOB AID





STEP # 1
Identify the core skills you provide to a client or company

Look at generic resume
Review the core words (skills) that stand out
Create list of 3 – 5 core skills

STEP # 2
Identify market demand for your core skills

Bring your list of core skills
Run the "Advanced Search" on Indeed.com
Find a match that can be answered "yes":

- Can I do it?
- Can I prove it?
- Am I interested?

Print the job opening; save job opening electronically for use in Step 4

STEP # 3
Identify Potential Advocates

Group A Advocates:
Identify decision makers who currently work at that agency or company with decision making authority

Group B Advocates:
Find individuals working at the company who have some knowledge of this job opening.

STEP # 4
Prepare your value proposition

Targeted Resume:

- 1) Copy & paste the job description's core requirements and responsibilities into a blank Word file
- 2) Answer the questions posed in viewing the core requirements, responsibilities (i.e., what are they looking for? Answer in bullet point format)
- 3) Answer the questions in the following format:
 - What did you do?
 - What was the impact?
- 4) Do Step 3 for the last 3 – 5 years of experience
- 5) Incorporate bullets into generic resume; you now have a TARGETED RESUME

Cover Letter
Job Description

STEP # 5
Connect with the advocates you identified in Step # 3

Connect with the advocates you identified in Step 3

Group A
Prepare your 40-second sales pitch; refer to **Group A Advocate Phone Script**
After 48 hours, leave voice-mail and follow up every 5 business days

Group B
Reach out to a Connector1, and Connector2 (if needed), to reach a Group A advocate

STEP # 6
Submit and follow-up

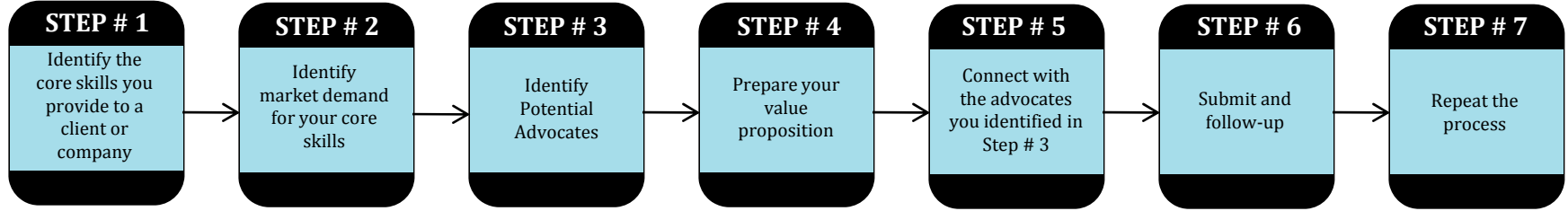
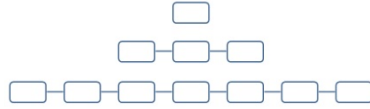
Submission
Submit as instructed by advocates

Follow Up
Follow up as indicated per conversation with advocate

STEP # 7
Repeat the process

Go to Step 1

Procedure



Generic Resume, Highlighter

How can you be in business without a service or product?

Indeed.com – Advanced Search Feature

You're not in business until you find a client; must identify market demand for core skills

LinkedIn for both Group A & B Advocates

Tapping relationships, mentors, and decision-makers directly; you're removing yourself from the Unknown Network. You're using business intelligence-gathering (just like CEOs). You are leaving NOTHING TO CHANCE.

Generic resume, a well-Matched job description, And "Cover Letter Job Aid" (on etpnetwork.com)

This is where you will build your case for the position. Caution: BUILD, not MAKE – Making your case comes in Step 5.

LinkedIn, Targeted Resume, Cover Letter, Phone Scripts

Group A Logic: Now that you're ARMED with your business case, you're now ready to MAKE your case.

Group B Logic: You need "cheerleaders" to take you from the unknown (strictly targeted resume) to the HUMAN FACTOR, i.e., recommendations, testimonials, shared experiences.

Value Proposition; Advocate Worksheet

Re: Value Proposition: We're now in the business aspect (solicitation); we're submitting our proposal to the client based on THEIR RFP (request for proposal).

Re: Advocate Worksheet:

FOLLOW UP OR FAIL !!

Review all tools you've used so far; you'll need them again.

No client is guaranteed A "YES" on each submission. Sometimes we fail. The point is to move on to the next opportunity.

Tools
Logic