



Lamp Lighter

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Mission Statement

The ETP Monthly Newsletter, Lamp Lighter, is written by ETP member volunteers who are sharing their unique experiences and timely topics with the ETP membership.

Contact Information

Contact us with your comments and suggestions at lamplighter@etpnetwork.com

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Feel free to volunteer and be part of our team just drop us an email at lamplighter@etpnetwork.com



Welcome Message

Welcome to the 4th issue of the ETP Network Lamplighter newsletter. Each issue gets better, through the leadership of **Scott Chase** and quality articles produced by our newsletter writers. Everyone on the newsletter team exemplifies the giving part of networking, which Empowering Today's Professionals (ETP) Network teaches. Whether you are a new ETP Network member or ongoing active member, I'm confident you'll find some information in this issue to improve the running of your business known as being the CEO of ME, Inc..

As we come to the crossroads of summer meeting the fall season, September is that time of the year ETP Network usually transitions to newer heights for the benefit of all members. By the same token all members are empowered, if you leverage all tools, events and training sessions the ETP Network offers. The organization has a successful leadership, which has provided quality networking events since 2008. We encourage you to connect with ETP Network event leaders; **Thomas E. Kenny, Aaron Cohen, Lou Piombino, Michael Canfora, Gene del Guercio, Genesis Jaromsky, Keith Gross, Satnam Bansal, Maureen Kinsey, Phyllis Shelton**. We also thank the other volunteers that assist the event leaders.

There is a library of over 70 career management conference call recordings available to Platinum members. Many recorded calls are the result of our conference call program managers. These are also ETP Network leaders worth being added to your network connections; **Chuck Codling, Amanda Sherman, Alan Ferraro, Jean D. Delices, Tracey Faniel, Miguel Soares**.

Developed by **Rod Colon**, the most powerful tool provided by ETP Network is the "7 Steps Job Search". Many members have landed safely, by following this sure fire recipe for success. Visit www.etpnetwork.com to download a copy of this excellent document created by ETP Network Editor-in-Chief, **Chip Hartman**.

Lastly, your role for being a member is sharing this newsletter and the ETP Network with others. Helping others succeed, through the ETP network, helps you succeed. For membership questions contact Membership Director, Honey Guzman at membership@etpnetwork.com.

Carl E. Reid, CSI

Chief Operations Officer
Empowering Today's Professionals Network
www.etpnetwork.com
"Own Your Career"



Calendar August & September 2009

Group Leaders feel free to contact us with your group's schedule at lamplighter@etpnetwork.com
See ETP Network event web page for more information

August 2009

No Wednesday Night Conference Calls in August

August 3rd / 9:00pm - CEO of Me, Inc Leadership Training Conference
Call (Platinum Members) Host: Rod Colon

August 6th / 12:00pm - Warm the Cold Call into Decision Makers
Workshop (Conference Call) Host: Rod Colon

August 8th / 9:00am - CEO of Me, Inc. Networking Workshop (Raleigh,
NC) Host: Rod Colon

August 12th / 9:00am - CEO of Me, Inc. Networking Workshop
(Orlando, FL) Host: Rod Colon

August 18th / 6:00pm - Manhattan Networking Group (NYC) Host:
Michael Canfora & Phyllis Shelton

August 18th – Central NJ Networking Group Meeting, Scotch Plains NJ
Host: Aaron Cohen

August 27th – Jersey Shore Networking Group Meeting Toms River NJ
Host: Tom Kenny

September 2009

September 25th / 3:00 PM - CEO of Me, Inc. Networking Workshop
(Richmond, VA) Host: Rod Colon

Look out for new conference call schedule on <http://www.etpnetwork.com>



Coming Soon From the ETP Network!!!

- ETP Career Help Desk* (see page 5 for more details)
- Rod Colon's New Book titled:
Win the Race for 21st Century Jobs
Put CEO Power Into Your Job Search & Own Your Career
- ETP Grievance Center*
- Coach Rod's Workshop (Sept 09)
- Don Gabor and Rod Colon Small Talk (Oct 09)

*See <http://www.etpnetwork.com> for details as they become available.



*** Coming In September!!!
The New ETP Career Help Desk!!!**

The new ETP Career Help Desk will be starting up in September. It is being brought to you by the ETP leadership team in partnership with Burke and Chase Career Management Resources.

This will be the first help desk specifically designed to help you in managing your career as the CEO of Me Inc.

The career help desk will be staffed by trained Career Guidance Analysts, these analysts have gone through hours of training by Rod Colon and will be ready to take your calls.

The analysts will be well versed in:

- The ETP 7 Step Job Search Methodology
- Networking and Connecting
- Interviewing
- Targeted Resumes and Value Propositions
- And more!!!

We will also be involved in the new ETP Recruitment Center. The analysts will be keeping an eye on the opportunities that are right for you.

Be on the lookout for more information at:

www.etpnetwork.com or
www.burkeandchase.com



Proper Etiquette For Effective Networking

By: Adelaida A. Rodriguez, PMP

Networking is about building and maintaining relationships. How to impart the right message to others about ourselves in order to avoid misunderstanding and foster trust – that is where networking etiquette comes into play.

Proper networking etiquette is essential if you want to succeed. These items can help:

- When meeting someone or attending a meeting, always be on time.
- If you can contribute – offer to help.
- Ask permission first before you disclose sources of your information or contact.
- If it can help others – share information that you learned during networking.
- Inform your contacts of your progress.
- Keep your promise if you say you'll do something.
- Be considerate - Find out the best time of the day that is convenient to contact people.
- Be professional and avoid errors when writing emails or sending letters.
- Before you meet someone, do research so you will be able to ask relevant questions.
- Always dress appropriately, when meeting a contact. Remember, the manner you present yourself will reflect on you and on the person who referred you.

REFERENCE: - workbloom.com/networking/networking-etiquette.aspx

At the Event

1. Arrive on time. Before entering the event, preview the guest list to target at least 2 or 3 people to meet during the event.
2. Introduce yourself – both with first and last name, company affiliation (without titles), and a smile.
3. Offer a firm and friendly handshake.
4. Practice your introduction. Plan an effective way to describe yourself and the products or services you provide. Avoid long and boring introductions.
5. Exchanges of business cards should be meaningful. Only exchange your card: when a person asks for one or when you offer assistance with something and want them to follow-up with you.
6. Join a group conversation perceptively. Observe and stand quietly for a second or two. Wait for a break in the conversation or for someone in the group to look your way. If no one looks in your direction and everyone continues the conversation without any break or glance in your direction, exit immediately with a polite “excuse me.”
7. Avoid monopolizing people’s time. Avoid having your time from being monopolized by someone else, as well. After exchanging meaningful information, move graciously from the conversation by saying, “It was a pleasure speaking with you, please excuse me.” Then smile and move on.



8. Introduce yourself to your tablemates before taking a seat.

After the Event

1. Follow up with new contacts. Sending a personal handwritten note – by regular mail within 24 to 48 hours – to every contact you met and connected is the best. Emailing and placing a personal phone call is also appropriate.
2. Keep your promises to the contacts you made.
3. Obtain permission from the people concerned before sharing information. When you have gotten overall permission to share someone’s information, send an email to both parties, stating: “I am referring Ana Smith to John Adams, in hopes that you two may be of service to each other. “ Then include full contact information of both people. This way every one is properly informed.

REFERENCE: Syndi Seid’s Advanced Etiquette – www.advancedetiquette.com



The Networking Power of LinkedIn



By Alan Ferraro

The daily use of LinkedIn in your job search is one of the most important things you can do to network outside your “known” group of contacts. Keeping in touch with your “warm, trusted network” is important, but the ability to create new business relationships and cultivate them on a consistent basis can result in many an unexpected and profitable result. In addition, keeping your name in the forefront of LinkedIn can provide you with the exposure you’ll need to get noticed by the people & companies you want to be seen by!

Recruiters are utilizing LinkedIn as an important source of talent for their clients; a recent estimate has the number at over 130,000 presently in use. Additionally, many employers are searching for talent directly to supplement their needs, all within a virtually cost-free environment. Not only can both recruiters and employers find you, they can find out “about” you, having a solid feel for you as a candidate even before they attempt any contact. Although there is really no “hidden job market”, LinkedIn comes close, offering opportunities that most job seekers just won’t see anywhere else.

In order to present the best possible candidate for these hiring managers/recruiters to find, you need to do a number of things.

- 1) Ensure that your Profile says, succinctly and descriptively, who you are and what you do. Remember that your Profile, for many, will be the first thing they see about you; “selling” yourself in the first few sentences can make the difference between this being their first and last impression of you.
- 2) Join Groups! There are thousands of Discussion Groups on LinkedIn (over 300,000), many directly involved in your line of expertise (whatever it may be), as well as dozens devoted strictly to Career Search/Job Hunting. Once joined, become active within the group; answer questions posed by other members and/or pose questions yourself. Post discussions specifically about yourself, letting your fellow members know who you are and what you’re seeking, with a solid descriptive headline (eg – “IT professional with Six Sigma experience seeking new opportunity in NY market”). Offer assistance, when possible, directly to fellow members whenever help is requested. Seek out fellow members who you believe are a solid match for your career search and/or who you can help.



Remember, groups and their members, like all networking, rely on mutual reciprocation.

- 3) Answer Questions! Displaying your expertise on topics such as Job Search, Mentoring, Management, etc, provides hiring managers with insight into your capabilities and mindset. Try answering at least one question each week, more if possible.
- 4) Review your 1st Level Connections on a consistent basis and, after providing a Value Proposition that explains the mutual benefit, ask your 1st for an introduction. Many LinkedIn users continue to rely solely on their 1st connections for assistance/guidance, while ignoring the 2nd and 3rd level.
- 5) Keep an eye on the LinkedIn notices that come to your inbox. Watch who is connecting to whom and what your colleagues are doing; it provides insight into which individuals you should be connecting with.
- 6) Pick up the phone and call connections! Invite them to lunch or coffee! Get together for a drink! See a movie! Networking is, by no means, a 2-dimensional phenomenon; it requires contact on as many personal levels as possible to flourish.

While these tactics cannot ensure success in your career search, LinkedIn job seekers report a higher degree of contact and/or job opportunities as a result of these methods.



There is a Ringing In My Ears

By Jerrold (Jerry) Clifford, ETP Platinum Member

There are times I hate phones. Especially cell phones. They play tunes when I am concentrating on something serious, emit seemingly sonorous tunes when I am in a serious meeting, interrupt my train of thought (even when I am not thinking of anything in particular), and display messages I am not even interested in receiving. But today phones play an important role in the job seeking process.

As companies pay ever increasing notice to their bottom line, and hence to their expenses, job interviews via phone are becoming more popular. They usually are easier to arrange than a face-to-face, take less time, and cost less. Regardless of your job qualifications, how you come across to the phone interviewer could determine whether an offer is received. There are several skills in which a wise candidate should become adept. Here are a few.

1. Be mentally prepared. You are not chatting as you would on a social call. This interview is as important as a personal meeting and may even set the stage for one.
2. If possible, use "land lines". They tend to give the clearest sound and consistent signal. Imperfections in cell tower technology can result in dropped calls or loss of signal strength.
3. Practice. Ask yourself questions you think the interviewer might pose and see if you can answer them in a clear, positive manner without too many "hmms" and "uhs". Also, remember that talking in a monotone can put the interviewer to sleep and turn him or her off to your message. Become confident enough so that you feel that if you called yourself you would want to listen to what you had to say.
4. Stand up. Even though the interviewer can't see you, standing up helps you come across strongly.
5. Speak clearly. If you tend to speak fast slow down. Fast conversation is more difficult to understand over the phone.



6. Focus. It is easy to be distracted by noise which makes it harder to hear or someone calling to you from another room or other interruptions.
7. Stay on point. Important in any interview, staying inside the conversation is more challenging on the phone because we have no body language feedback to indicate whether our responses are on target. If you feel you are on an unwelcome tangent bring the conversation back to your value proposition. It was created by you and you have control when you discuss it.
8. Be confident and relaxed. You probably will be nervous but remember that you made enough of an impression prior to the call to have the interviewer call you.

While success can not be guaranteed, learning these skills will help ensure that you make the best possible impression.

Jerry Clifford is a Project and Program Manager experienced with all aspects of software project development. As both employee and consultant he worked with some of the nation's premier companies including AT&T, Cisco Systems, and Merck. He holds a graduate degree in mathematics, earned certifications in project management and information systems auditing (CISA) and was elected to two terms as President of the EDP Auditors Association, New Jersey Chapter. He is the published author of several technical and non-technical books on topics ranging from computer math to car repair and carpentry.



How Consultants Should Prepare For Interviews

By Bruce Newman

Suppose you are a knowledgeable and experience consultant, on your way to an interview. In this day and age, is being knowledgeable and experienced sufficient? Unfortunately, no. More times than not, the hiring decision will be made for some other reason.

What are the important criteria a consultant should be aware of at an interview?

Arguably, it's the initial impression you make. Whether correct or not, that initial impression – usually in the first 30 seconds – invariably dictates the tone of the entire interview. It's hard to believe that these first moments are so important, but they are. If the interviewer believes there is a connection, however tenuous, the subsequent interview will go much smoother as the consultant works to confirm and enhance this impression instead of working to overcome it.

Substance is almost as important and can be divided into two distinct parts: substance of an individual and the substance of their knowledge. Substance of an individual reflects on the type of person or character of the consultant. Is he (note: "he" is used generically; I could also use "she") trustworthy, honest, reliable, personable and professional? The interviewer is asking himself, "What type of a person am I dealing with? Can I work with him?" The answer the interviewer seeks is influenced by his initial impression of the consultant. In fact, if his analysis of the individual conflicts with his initial impression, he will be internally struggling to resolve it. This resolution and confirmation is accomplished by the substance of the consultant's knowledge. Unfortunately, this is not always a realistic or critical criteria. I garnered a lot of business as a consultant by going in and fixing other people's messes. I have encountered – and heard about - many situations in which the impression outweighed the technical competence; in short, the company erred by being sold on impressions and promises instead of substance.

Substance comes in two forms: knowing the software or service that you are offering – inside and out, and understanding a company's requirements. Being able to demonstrate your expertise – without (overtly) bragging is extremely important. Being able to talk about similar consulting projects that you successfully completed (if possible) is also very helpful. By understanding a company's requirements and being able to relate it to past experience and asking intelligent questions will also greatly impress an interviewer. Anyone can walk into an interview with a list of canned questions, but those consultants



who can ask insightful questions specifically related to that particular project and company almost instantly transform themselves into noteworthy candidates. This is one of the reasons why my company provides pre-qualified leads to consultants – so they can be prepared.

Remember, the interview is a mutual evaluation process in which the consultant learns about a company and its specific needs and the interviewer is learning about the consultant and whether that consultant can meet those needs. It is therefore extremely important that the consultant provide an impressive first impression, reinforced by the subsequent interview to differentiate himself and provide a positive, lasting impression.

Bruce Newman is the Vice President at the [Productivity Institute LLC](http://ProductivityInstitute.com) (PI) – a company specializing in locating and referring outstanding consultants. He is also one of the original ETP Network members and the editor-in-chief of PI's rapidly growing newsletter (7,000+ subscribers). To receive this free, content-is-king newsletter which is published once every two weeks: [subscribe now](#). If you are interested in writing for the newsletter or contacting Bruce, he is best reached via email at: bnewman@prodinst.com.



Improve Your Networking Experience with the Networking Profile Sheet and Other Tips

By James Yoakum

I recently learned of a job search tool that was new to me. It is the Networking Profile Sheet. It is intended to be provided to an individual before your initial contact with them. The profile sheet furnishes some basic information about you. It says who you are and where you want to go. By having this information before you contact them, your potential contact already knows your background, why you are making the contact and what you will be asking. This gives the person an opportunity to do some preliminary thinking. Further, it serves to break the ice, and perhaps makes the initial call less stressful for you. Hopefully, providing the Networking Profile Sheet will cause a more productive initial conversation and lead to more help from the contact.

The elements of the Networking Profile Sheet are:

- (1) Contact Information: Include name, address, telephone, e-mail, LinkedIn profile URL.
- (2) Name of person who referred the individual you are connecting with.
- (3) Search Plan Profile: Indicate what position you are seeking in what field and how you can contribute by what actions. (Very similar to an elevator pitch.)
- (4) Recent Positions: Begin with company name, its location and a one line explanation of the company, e.g., revenue/products. Follow with your position there and briefly highlight your results/accomplishments while there.
- (5) Target Market: Indicate the states, region, etc., and if you are willing to relocate. Further, state what types of companies you are pursuing including size and number of employees.
- (6) Target Industries and Companies. This is a list of your target companies.
- (7) Education: Include degree, school and location.
- (8) What you are asking and want from the person contacted.

While this may seem like a lot of information, the Networking Profile Sheet should not exceed one page.

Given the importance of the initial contact in successful networking, here are a couple of other tips to improve that initial networking conversation:

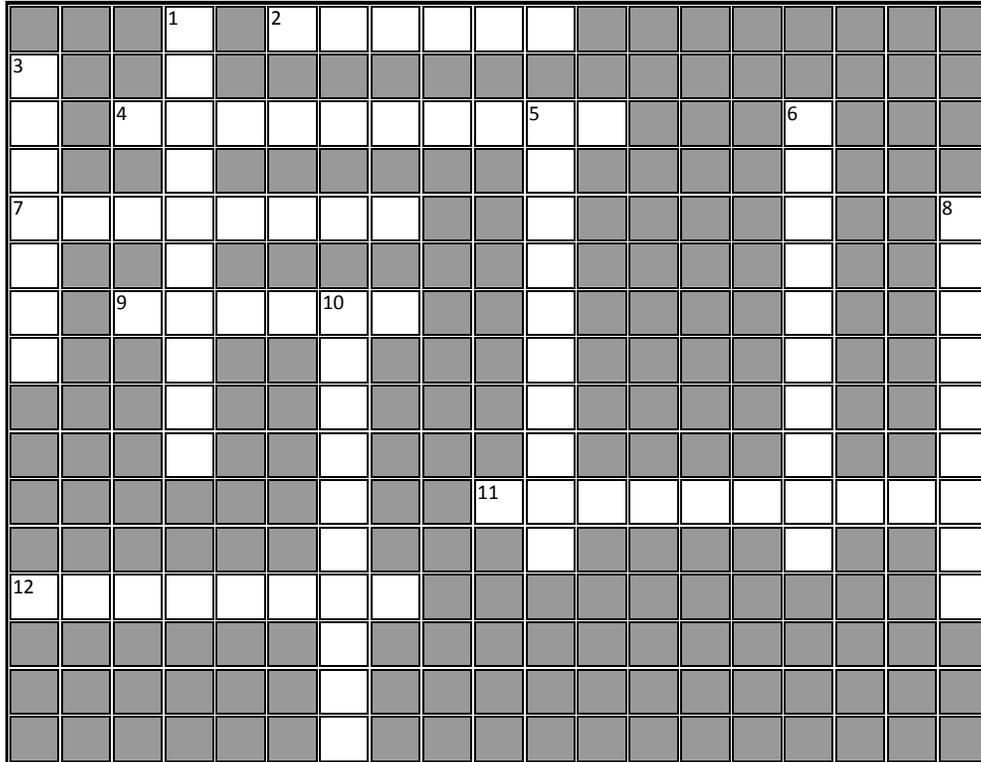


- Utilize LinkedIn and/or do a “Google” search of the person you will be speaking with. Familiarize yourself with the individual; see what you might have in common. Use this intelligence to break the ice or open the door; thus making the conversation more personal. It will immediately spark interaction. For example, with a contact I recently made, I had found from LinkedIn we both went to an obscure community college back in the 1990’s. I opened with this fact; it made us both comfortable. On another occasion, I saw on LinkedIn the individual had worked at a company where a former colleague of mine worked. I contacted the former colleague and found he knew my contact. Again, I used this early in my conversation with the contact. This type of approach is much better than asking, “How’s the weather today?”
- Understanding the above tip and how LinkedIn can be utilized, makes it even more imperative that your LinkedIn profile be complete, of high quality and fully uses all the features of LinkedIn. Further, your profile must be void of spelling and punctuation/capitalization errors and be grammatically correct. Remember, your LinkedIn profile may be a part of the initial impression a contact obtains. So take the opportunity to make it the best.

Networking is a key critical element of a job search. Since learning of the Networking Profile Sheet, I have had a chance to utilize it and found it works! The profile sheet and the above tips will enhance your networking experience, making it easier to establish contacts and to utilize them for their full potential. I recommend you add the Networking Profile Sheet to your arsenal of job search tools.



This Month's Crossword Puzzle



ACROSS

DOWN

- 2. The moral principles that determine the rightness or wrongness of particular acts or activities
- 4. Strong excitement of feeling
- 7. Your _____ has 40 percent impact on interviews
- 9. Someone inside or outside your organization who can advise and coach you
- 11. This type of interview seeks the candidate to give specific examples
- 12. The use of computers and telecommunications to change the accepted geography of work

- 1. Act as though you want and deserve the job - not as though you are desperate
- 3. Research proves that one of the most essential goals in successful interviewing
- 5. This type of interview is often used by professionals in Human Resources
- 6. New ways of doing things
- 8. A collection of documents and other items that demonstrate your skills, abilities, achievements, experience and training
- 10. The shipping of jobs overseas, where labor is cheaper