



# Lamp Lighter

## OCTOBER 2009

Volume I Issue 5

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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](mailto: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](mailto:lamplighter@etpnetwork.com)



## Welcome Message

Welcome to our October/November 2009 issue of the ETP network Lamplighter newsletter. Special thanks to Eric Nilsson and the new newsletter Project Manager/Editor-in-Chief Adelaida (Aida) Rodriguez. Please welcome Aida in her new role; I know the Lamplighter will be in good hands in the future.

As I reflect over the last year's issues of the Lamplighter, I see the dedication and willingness to give, that this, The ETP Network, is capable of giving. I applaud the efforts of all the volunteers that have contributed articles, formatting, and proofreading skills that make each and every issue of the Lamplighter possible.

This issue is no different, it is packed with information. Our biggest issue yet. It also includes a special sneak preview of Rod Colon's new book, "Win the race for 21<sup>st</sup> Century Jobs". I know everyone will thoroughly enjoy this issue.

You are in charge of your career as the CEO of Me Inc. So take charge now and sign up with ETP Network strategic partner Career HelpDesk. They are there to help you work through your toughest career challenges. Whether it is help with the 7 Step Job Search Methodology, the 5 core goals, or your just not sure what you want to do in your career, they'll be there to help.

For those of you that are new to the ETP Network, Welcome. Be sure to read the past issues of the Lamplighter to gain great insight into the different aspects of the ETP Network's mission.

Keep Networking Alive!!

Scott Chase  
Former Editor-in-Chief Lamplighter Newsletter  
[www.etpnetwork.com](http://www.etpnetwork.com)



## Calendar

### **OCTOBER:**

- **5<sup>th</sup> / 12:00pm - Job Search and Networking School (Webinar)**  
Instructor: Rod Colon
- **5<sup>th</sup> / 7:45pm - FREE Webinar: Fast Track Your Job Search Using ETP Toolbar**  
Host: Carl Reid
- **5<sup>th</sup> / 9:00pm - FREE Platinum Member Monthly Conference Call (Conference Call) Host: Rod Colon**
- **6<sup>th</sup> / 7:00pm - Mercer County Networking Group (Lawrenceville, NJ)**  
Hosts: Sam Anson, Satnam Bansal, Genesius Jaromsky and Kate Moore (Topic: Group Coaching)
- **7<sup>th</sup> / 12:30 PM Free Webinar: Creating Profiles, Bios and Stories - Hosted by Jason Alba**
- **7<sup>th</sup> / 6:30pm Metro Philadelphia Networking Group (Upper Darby, PA)**  
Host: Ernie Russom (Topic: Group Coaching)
- **12<sup>th</sup> / 12:00pm - Job Search and Networking School (Webinar)**  
Instructor: Rod Colon
- **12<sup>th</sup> / 7:00pm - North Bergen County Networking Group (Oakland, NJ)**  
Host: Keith Gross, Maureen Kinsey and Lou Piombino (Topic: Group Coaching)
- **14<sup>th</sup> / 7:00pm - Alternative Source of Income Presentation (Monroe Township, NJ)**  
Host: Barbara Alexander
- **19<sup>th</sup> / 12:00pm - Job Search and Networking School (Webinar)**  
Instructor: Rod Colon
- **19<sup>th</sup> / 9:00pm - Tweet Your Way to Targeted Jobs or Business Opportunities Using Twitter (Webinar)**  
Instructor: Carl Reid
- **20<sup>th</sup> / 7:30pm - Central Jersey Networking Group (Scotch Plains, NJ)**  
Hosts: Aaron and Laura Cohen (Topic: Group Coaching)
- **24<sup>th</sup> / 11:30am - Managing Your Career as the CEO of Me, Inc. (Somerset, NJ) Charitable Event for The Lunch Bunch team**  
Host: Karen Bryant
- **24<sup>th</sup> / 6:30pm - 12th Annual Georgian Court University Scholarship Gala (Lakewood, NJ)**  
Join Maria and me for a wonderful evening of festivities and networking
- **26<sup>th</sup> / 12:00pm - Job Search and Networking School (Webinar)**  
Instructor: Rod Colon
- **27<sup>th</sup> / 6:00pm - Manhattan Networking Group (NYC)**  
Hosts: Michael Canfora and Phyllis Shelton (Topic: Group Coaching)
- **29<sup>th</sup> / 6:30 pm - Jersey Shore Networking Group (Toms River, NJ)**  
Host: Tom Kenny (Topic: Group Coaching)



## TWITTEQUETTE - Twitter Etiquette

By: Adelaida A. Rodriguez, PMP

*Twitter is a free micro-blogging tool that allows users to share short messages (140 characters or less) with their friends, family and colleagues through their computers and mobile phones. People 'follow' users whose tweets they enjoy or interest them*

Twitter allows you to network with like-minded people and effectively connects you to business contacts. Twitter can be a great tool for networking, building relationships, and promoting blogs. Twitter can help you look for someone to help you with your blog or business (or both), seek a new job, or communicate ideas with your business peers.

Businesses also use Twitter to promote products and services and offer real-time customer service.

Twitter users should know that there are certain things that should not be 'tweeted'. In order to avoid annoying your Twitter 'followers' and attract 'new followers,' use the following Twitter etiquette tips as a guideline for creating interesting and useful tweets.

### *1. Keep personal conversations private*

You can post personal tweets and @replies on Twitter, but remember that everyone can see your tweets. Be discreet and keep your private information private, either send a direct message or communicate outside of twitter entirely.

### *2. Refrain from talking just about yourself*

Although Twitter is a good place for self-promotion, too much self-promotion is not a good thing. Your tweets need to include a good mix of self-promotion, conversation, information sharing, etc. Otherwise, people will think you don't care about them or building relationships. Your Twitter stream will look like nothing more than a list of links and ads.

### *3. Give Credit where credit is due*

Never take credit for an idea, topic, link, opinion, etc. if you got it from someone else. Use the @reply and [retweet](#) features in Twitter to give credit where credit is due. [Attribution](#) is just as important on Twitter as it is on blogs.

### *4. Use a link shortener*

Super long links in a Twitter update are just plain annoying. Take the extra 5 seconds to use a [URL shortener](#). Both you and your followers will be glad you did.



5. *Avoid automated services*

Automated Twitter updates, automated responses that thank new followers, and so on are annoying and can be viewed as 'spammy'. Since they require no thought or effort, they aren't useful in building relationships either.

6. *Watch your language*

Remember, anyone can see your tweets. Don't forget your good manners. They apply on Twitter, too.

7. *Don't start flame wars*

Healthy debate is one thing, but flame wars and arguments are another thing entirely. Keep these types of conversations out of your Twitter stream.

8. *Block spam followers*

Help make the Twitter experience better for everyone by [blocking](#) spam followers (you'll know who they are when you see them).

9. *Don't tweet too much*

There is such a thing as over-tweeting. Make your Twitter updates interesting and useful. Link to a page with important information, talk about something new and exciting. No one needs to know routine aspects of your life.

10. *Keep it short.*

Tweets are restricted to 140 characters for a reason. Don't rant on about something in multiple tweets. If you have something that important to say, write a blog or an article, post it to your site, and then just link to it from your tweet.

11. *Sending personal information*

NEVER post personal information like a phone number, email address or social security number over ANY public forum.

12. *Keep text slang to a minimum*

If your tweets are aimed at people who are not well versed, 'R u', 'u r' are generally OK as they are commonly accepted shorthand and read phonetically. Not everyone though understands more complicated slangs.

13. *Thank each of your new followers*

It's a nice concept to thank each of your new social media connections, but keep in mind how many responses you're sending out each day or within a 10-minute period.



*14. Correcting a mistake*

Correct a mistake that you've identified in someone's blog post or "tweet." (This isn't required, but it is considered a common courtesy. The person who made the mistake will thank you.)

*15. Help promote other people*

A great way to build relationships and ensure your Twitter stream isn't just about you is to promote other people, too. Share links to articles and blog posts you enjoy. Retweet interesting updates. Join conversations and answer questions. Twitter success is rooted in conversations and relationships.

References:

Susan Gunelius, About.com

C. G. Lynch - Connections

<http://www.walkupright.com/blog/2008/10/09/social-media-twitter#ixzz0RWKayMZr>

Idiot's Guide to Twitter

FROM UPRIGHT COMMUNICATIONS BY: Allison Kulage on Thursday, October 9th, 2008



## Tech Tip

By Barbara Daisak

There is a vast array of information about Twitter. Turn to the site to answer your questions. As you browse Help, the FAQ link seems to do the trick. The page consists of a quick and easy way to view key facts and answer those Twitter "how-to" queries such as:



- What is it?
- Do I need anything special to use it?
- How do I find my friends?
- What does it mean to follow someone on Twitter?

Now where is that page?

Move to previous page, shrink graphic to make room. The FAQ link is

<http://twitter.zendesk.com/forums/10711/entries/13920>.

Be sure to check in our next issue for another quick Tech Tip!



## Too Much Fruit Can Hurt You

By Jerrold (Jerry) Clifford, ETP Platinum Member

I like edible fruit. I enjoy juicy cherries, sweet apples, and luscious blackberries. Sometimes I almost over indulge. But I know that excess consumption, even of something I enjoy, can be harmful. Weight gain and sugar highs are not fun.

I also like electronic “fruit”. Blackberries and other electronic devices are fun while offering convenience and usefulness. But excess use of electronic fruit is no good either, especially for the job seeker.

While spending time on your blackberry, PC, desktop or other devices can make you feel that you are working hard, overindulgence (filling your electronic bowl to the “rim”) actually may not be productive. For example, messaging, sending emails, surfing the internet or utilizing social or professional networks can be fun and cause you to lose track of how much time these activities actually take. At the end of the day you may even wonder where the time went and actually trick yourself - because of the time you spent exercising your thumbs, you can “justify” the lack of time to research and target potential employers, make phone calls or meet people.

Finding a job is hard work. Often, people search job boards for possible opportunities and then apply for these jobs hoping that an HR person or someone with hiring authority will see their applications and realize how great they are for the positions. Even though they realize that there is great competition for these jobs and getting selected for further consideration is not likely, submitting to the “black hole” of an impersonal job listing on a job board seems easier to many individuals than doing the proper research and finding advocates. Completing an on-line job application can be time consuming. Despite this, many prefer utilizing the black hole because they are more comfortable with this less than effective process than the more successful method; they blindly respond to text fields and check box choices rather than research potential employers and obtain appropriate advocates who lend support to their efforts. The new varieties of electronic fruit make utilizing a data entry process more enticing while providing increased opportunity for having fun. They make over consumption easy. But remember, for the job seeker electronic fruit are tools and even the best craftsmen only utilize tools to support their skills, not to replace them.

Why do we use electronic fruit so extensively when they might not be as beneficial as we would like? Electronic fruit does not involve fear. What is intimidating about pressing the enter key? Mistakes can be corrected or eliminated — that is what the delete key is for. But for many, contacting and dealing with people can be intimidating. After all, it involves talking to someone who might not like what we have to say and might reject us

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Feel free to volunteer - join the staff - send us your contact information at  
[lamplighter@etpnetwork.com](mailto:lamplighter@etpnetwork.com)



because of it. But in today's job market, most "real" jobs are hidden; they are not listed on job boards. This means the job seeker has to determine where they are. And that usually means talking to people. You can't do that if your mouth is full of fruit!

*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 nontechnical books on topics ranging from computer math to car repair and carpentry.*

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## Networking - Inside, Outside, Up, Down and Sideways

By James Yoakum

Networking: def. the developing of contacts or exchanging of information with others in an informal network, as to further a career. (Webster's Dictionary, Third College Edition.)

Many people only associate networking with a job search effort. In fact, many individuals will wait until they are in a job search mode before building a network of colleagues, friends, associates, family, and other contacts. Granted, networking while seeking employment is critical. There are many avenues to network: job search groups and organization; social networking sites (Linked In is the prominent one for business); and the old stand-by of contacting former colleagues, contacts, friends who perhaps you have lost contact with over the years. However, relationship building and networking efforts should not be placed on the back burner until you are unemployed or looking for a new job. To get the most from networking, you need to be doing it constantly and with vigor from the start of your career.

You should be networking even while employed. Build networks **inside** the organization where you work. Networking **inside** your place of employment is a great means to stay on top of and in touch with what's happening within the organization. It is a way to get your name known outside the normal structure. Establish and development contacts at levels **upwards** in the organization. Build contacts **sideways**, peer-to-peer. Build across departmental units. Build relationships with individuals at levels further **down** in the organization. Every contact can be a valued relationship. Learn to leverage the contacts you build. Nurture them and make these contacts lasting into the future even as individuals come and go from the organization.

However, do not stop with just networking within your organization. A network should not end at the corporate door. The value of your network increases as it includes others **outside** your organization. This can be accomplished by joining industry groups, professional groups, civic associations, school alumni groups, to name a few. Volunteer; donation of your personal time is a rewarding way to give back while making contacts and



enhancing your **outside** network. Attend local events offered at libraries, colleges, etc. Potential contacts are everywhere.

Make the time spent at attending **outside** group effective. Learn to work a crowd or a room. Do not be a wallflower; put yourself out there and build meaningful, lasting relationships. You never know what can happen. I recently had someone tell me he got his last contract position by a contact he had established with a father of one of his son's softball teammates.

Besides the face-to-face networking we have available, the internet presents additional opportunities to network **outside** your place of employment. Social internet networking is not just for job seekers. Utilize Linked In while you are employed. Linked In has over 40 million members today. That equates into 40 million potential contacts. Keep your profile current. Join and participate in groups and group discussion boards. Participate in the question and answer feature to get your name out there and establish contacts. The relationships established through social networking can be priceless and will last many years into the future.

The days of life long employment with one company are over. This makes is imperative that you start networking early in your career. You need to start, build, and nurture and relish networking throughout you entire career and life. Don't wait until you are in the market for a new job. Start networking now. Build and nurture you network and contacts **inside, outside, up, down and sideways** at every opportunity.

*"It's not what you know but who knows you that makes a difference."*

-- Anonymous.

(Author's note: There are many opportunities and groups to network outside your organization. ETP Network is just one of those groups that offer both face-to-face and internet opportunities to network. Join ETP; participate and take advantage of this excellent organization.)

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## Recruiting vs. Job Search

By Richard Kroh

While in transition, I came across an opportunity that Rod had offered to basically recruit for an open position. As soon as I saw it, I jumped on it. Not so much for the money, although the potential was great, but I was interested in an opportunity to learn how the other side of the "fence" operated....basically from a recruiters perspective.

For those of you that think a recruiter's job is easy, think again. It's tedious and very challenging to maintain momentum without letting frustration and discouragement set in and take hold.

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Feel free to volunteer - join the staff - send us your contact information at  
[lamplighter@etpnetwork.com](mailto:lamplighter@etpnetwork.com)



But the rewards can be well worth it as long as you stick to a consistent process. While there are several methods of conducting a recruiting effort, this particular client required that the applicant be currently employed and must be verbally spoken to, which meant that if you didn't know them first hand, that you would ultimately have to speak with them at their employer.

In order to collect information and track progress throughout the exercise, I began building a spreadsheet, basically listing name, company, current position, location, phone and miscellaneous.

What I began to realize was that there were extreme similarities to some of the job search techniques taught through Rod Colon's 7 Steps Job Search process and the effort of recruiting through searching for potential applicants .....only, sort of in reverse. Let me explain. The steps I listed below indicate recruiting activity across from several key job search activities. You'll notice very similar tools utilized during both job search and recruiting.

### ETP

Identify Core Skills  
Identify Market Demand for Your Core Skills  
  
Identify Potential Advocates  
  
Connect with Advocates

### Recruiting

Identify key requirements from job  
Perform LinkedIn Advanced Search to see how many people potentially fit (Indeed Advanced search)  
Analyze LinkedIn profiles to determine match  
Utilize Manta, Google and Yellow Pages to seek company phone # to contact applicant

After a couple of days I began to streamline the effort, by segmenting certain functions, such as performing the advanced search for applicants and company phone numbers after hours and make phone calls during business hours, in order beginning with east coast, central then west coast locations.

Benefits other than the financial potential were around growing my network. As I spoke with both interested and non-interested candidates, many were open to staying in touch through LinkedIn. Of the 200+ applicants I reached out to, only a handful indicated interest. At this point in time none have indicated further interest, but this handful represents a significant financial return if they were to be hired.

Either way, I appreciate the opportunity Rod Colon provided me to further learn search techniques whether I utilize them for job search, recruiting or business clients.



## Career Help Desk — Powered By Burke and Chase

# The Hotline to Your Career

- Have you been let go from your company and need immediate job search help?
- Feeling uneasy about your position at work?
- Is your career future uncertain?
- Do you have Career Insurance?
- Are you an outplacement service looking to exponentially enhance your client's experience?
- Have you submitted your resume into the black hole of "no response"?
- Want to keep your career options open?
- Nervous about the economy?
- Are you a staffing or recruiting company that wants to exponentially increase candidate landing rates?

We are proud to provide all global career professionals with **your own personal Career Helpdesk**. This is the only place you can call and get a LIVE Career analyst to answer all your career related questions. Whether you've been searching for months, just found out your being laid off, or need help making a career change. The Career Helpdesk is here to help you get your career back on track!

The Career Helpdesk has helped hundreds of people land jobs. The key to our success is providing our career helpdesk clients with insider secrets recruiters normally don't share. The Career Helpdesk staff has gone through an extensive training by **Rod Colon**, who also will be providing second level support to the Career Help Desk. Rod is the creator of the "**7 Step Job Search**"© methodology". We have a proven track record to help you manage your job search or career change more effectively at a much lower cost than hiring high priced career coaches.

Let's face it. The days of relying on Internet job search engines and recruiters calling you about a position that's right for you just doesn't happen as often anymore. These days you have to network smart and educate yourself so you can stay one-step ahead of the competition.

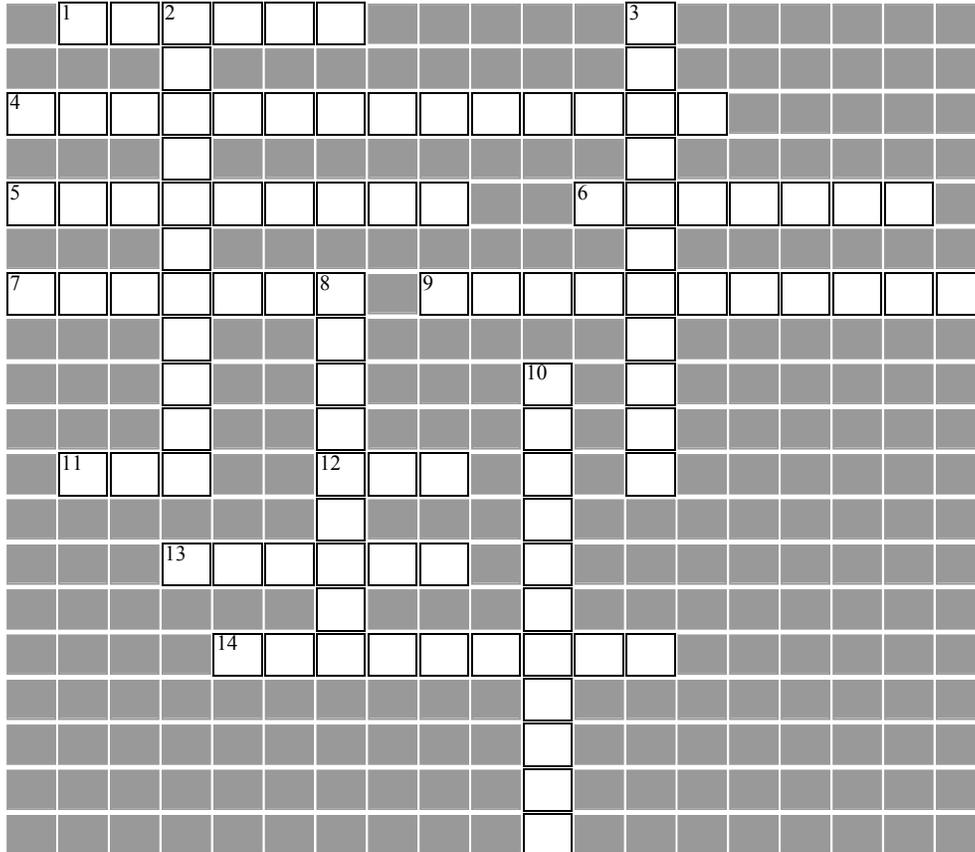
The Career Helpdesk is here for guidance and support to assist you in keeping your job search and career change momentum going.

The goal of The Career Helpdesk is to assist, mentor, educate, encourage, and support those individuals in today's tough and competitive job market.

**CALL NOW! 866-387-8740**



## This Issue's Crossword Puzzle



### ACROSS

1. Step Seven
  4. An obligation or willingness to accept responsibility
  5. one that supports or promotes the interests of another
  6. ETP members are not \_\_\_\_\_! (to treat with extreme or excessive care or kindness)
  7. An act of choosing
  9. Rodism: You must be \_\_\_\_\_ in being uncomfortable
  11. \_\_\_\_\_ Your Career
  12. \_\_\_\_\_ of Me, Inc Enterprises
  13. Another word for Board of Directors
- Try to fit with puzzle above

### DOWN

2. Something offered for consideration or acceptance
3. A particular procedure or set of procedures
8. The black hole - something that attracts or charms
10. The effort of two or more parties acting independently to secure the business of a third party



**Sneak Preview of Rod's New Book**  
**— Win the Race for 21st Century Jobs —**  
***Put CEO Power Into Your Job Search & Own Your Career***

***Preface***

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**W**hen friends learn that I've written a book about my networking organization, the **ETP Network** (Empowering Today's Professionals) they often ask, "Rod ... *There are at least 15,000 books out there about networking. Why write another one?*"

For one thing, this isn't just another book about networking. This book is about a bold new approach to finding jobs, clients, and business opportunities — as well as performing complete career makeovers. It's about helping business professionals win the race for 21<sup>st</sup> century jobs.

The second reason for writing this book — a far more compelling reason in my view — is that ***it was the right thing to do and now was the right time to do it.***

Many people out there are in pain. Their financial situations are dire. They have lost their jobs, their life savings and in many cases, their self-respect while chasing around looking for a new position.

It's that "chasing around" part that started to bother me many years ago. Long before today's economic turmoil started creeping toward critical mass, it became obvious to me that far too many people were conducting their job searches in an illogical and self-defeating way. They were lured into the easy, deceptive world of Internet job boards where hunting for a job simply meant finding an interesting opening, uploading a resume and cover letter, clicking a few buttons, then waiting for a response.

I used to imagine job seekers sitting by the phone, waiting for that special call from a key decision-maker telling them that, yes, they'd been chosen for an interview and to please make all the necessary preparations.

But the folly of this approach is that the job board, at the very best, is nothing more than a piece of software. It cannot engage in meaningful two-way communication with humans. Without a human-to-human "networking" component in the equation, how can anyone expect to get meaningful results?



*This is the connectionless void in which so many people have spent thousands of hours toiling their lives away in the false hope that a database somewhere in cyberspace would electronically ride to their rescue, find them a job, reinstate the flow of money into their households, and make things right with the world again.*

***How much more wrong could they have possibly been?***

---

**H**ello. My name is Rod Colón. I am the CEO and Founder of the ETP Network. ETP stands for “Empowering Today’s Professionals” and that is exactly what we do in this unique organization. We teach people how to take control of their careers in the same way a Chief Executive Officer directs all critical operations of a large corporation.

The key difference separating the ETP Network from every other networking organization can be traced back to something that happened to me in the 1990s when I worked as an executive recruiter and hiring manager at J. P. Morgan.

The position gave me an unobstructed, 20/20 view of both sides of the interviewer’s desk. I learned a great deal about the mistakes made by candidates applying for jobs ***as well as*** the techniques and strategies used by hiring managers to screen those very same candidates.

I knew what hiring managers were looking for — the best talent for the companies they represented. After all, everyone knew these managers earned their salaries by correctly and consistently choosing the best talent to meet the needs of their employers.

It’s easy to see why hiring managers continue to live by these same stringent standards. In today’s high-pressure business environment, these individuals still have the strongest leverage in the entire job search process — ***and they use it!***

I wanted to find a way for job seekers like you to reduce that leverage by applying some leverage of your own. I concluded that you needed to grasp, master and integrate four critical skills:

1. Exceptionally effective networking
2. Thinking and acting like the CEO of a large corporation



3. Developing a bulletproof value proposition to make you as attractive as possible to decision-makers, and
4. Expertise at following a precisely targeted 7-step job search methodology that leads you directly to an interview.

In order to do this, I realized it would be necessary to set up a highly specialized **networking and career management training organization.**

That's what the ETP Network is and that's what differentiates it from almost all networking organizations where the emphasis is on making introductions, giving 30-second elevator speeches, exchanging business cards, then calling it a night.

Today, you will be hard pressed to find another networking organization that matches what the ETP Network does. Our signature benefit to members is the 7-step job search methodology, unavailable anywhere else that provides a clear and logical path for moving from "in-transition" to "employed."

You are most welcome to join us on your job search journey. We are here to teach you, coach you, guide you, and inspire you. We are **not** here to do the heavy lifting for you — **that is your job entirely.** While you manage your job search as the CEO of ME, Inc., we will be here to support you in winning the race for 21<sup>st</sup> century jobs.

But please be careful: Contrary to what you may hear elsewhere, **there is absolutely no free ride to your next position.** Although Internet job boards may be useful for gathering information, that's where their practical value ends.

To really make progress, you need a team that's already been on the journey you're taking now, a willingness to commit to some very hard work, and the mental toughness to see the program through to completion.

The ETP Network **is** that team. I hope you will join us.

## Rod Colón

Founder and CEO, The ETP Network  
[www.etpnetwork.com](http://www.etpnetwork.com)



## Introduction

### The Job Search: It's Your Decision

There are two ways to conduct a job search in the 21<sup>st</sup> century. One has a dismal track record. The other one, a newcomer to the job search landscape, has been specifically engineered for both short- *and* long-term success.

Whichever method you choose is entirely up to you. You can stay with the traditional method if you don't mind extended periods of frustration and emotional distress. Or you can take charge of your own career with a bold new system that:

- places full accountability for success on your own shoulders
- demands the best you have to offer — nothing less; and
- requires you to have *mental toughness* and a *positive mental attitude*.

*This book describes that bold new system and provides a plan for winning the race for 21<sup>st</sup> century jobs.*

### The Other Side of the SUBMIT Button

Let's set the stage. The so-called "traditional" approach to the job search goes something like this:

First, you tidy up your resume, slap a cover letter on top, then check the Internet job boards for a position that looks like a good fit. Sometimes there's a form you need to fill out with some personal information. As a final step, you'll probably need to attach your documents then click the SUBMIT button. Easy, quick, and effective.

Well, not quite. Easy? – yes. Quick? – yes. Effective? – *Absolutely not. Why?*

Did you ever stop to think about what actually happens on the *other side* of that SUBMIT button? Who actually *gets* your resume anyhow? Are they dutifully passing your paperwork up the line to an appropriate hiring manager for review? Or are they making paper airplanes out of it? And by the way, how would you ever know?

One thing is certain: Since *you* don't know *them* and *they* don't know *you*, it's a safe bet that they will have little interest in helping you. Why should they? You mean nothing to them. You're just another name on another resume. I'll bet that your plumber has more name recognition with you than you do with the nameless, faceless people on the other side of the SUBMIT button.



As you can probably guess, this type of job search leads to extended periods of waiting, worrying and wondering. In most cases, you end up with woefully little information regarding status and updates. Your patience wears thin while your blood pressure climbs. You get no response, no feedback, no status of any kind. You're left completely in the dark. It's as if your resume has just been sucked into some enormous black hole in space.

*And for all practical purposes, it has.*

### **The Black Hole**

Don't get me wrong about those people on the other side of the SUBMIT button. I suspect they are very nice, friendly, and perform their work honestly and ethically. They may belong to the same civic organizations, read the same books, shop at the same stores, and browse the same web sites as you. But nothing changes the fact that they don't know you and you don't know them. *I think you're beginning to see the problem: There is no human-to-human interaction here. **You are conducting your job search in a connectionless environment.***

The people who handle Internet-based resume submissions are part of a nebulous region of the business universe that I call **The Black Hole**. When you send your resume and cover letter into The Black Hole, it almost always ends up in exactly the same place: **nowhere**.

There's another disturbing aspect to the Black Hole. When we solve problems, human nature typically drives us to find the shortest distance between two points. Call me a skeptic, but I'm highly suspicious of an approach that requires so little effort to achieve as formidable a goal as landing a new job. In my mind, this is a perfect example of the **GIGO Principle: Garbage In ... Garbage Out**. Hardly any **effort in ... hardly any value out**. If you ask me, that's a pretty flimsy model on which to pin any hopes for securing an income for you and your family.

While it's true that some individuals will luck out and find a job using The Black Hole, the majority will not. The majority will endure disappointment, frustration, and heartache because they will wait endlessly for a response that — when you really stop to think about it — has no rational reason for ever being sent.

Over the past few years, I've gathered some disturbing statistics about job seekers who rely on The Black Hole approach:

- **85%** get absolutely no response – at least not from the client.



- **10% get** a generic response – “Don’t call me, I’ll call you.”
- **3% get** a “discount store special” – companies looking to undercut value.
- **2% get** a client telephone screen, i.e., some type of contact with a client.

Let’s put things in perspective. Most people use The Black Hole for two reasons:

1. It’s easy; and
2. There are no other options.

I won’t deny the seductive simplicity of Reason # 1. But I have a lot to say about Reason # 2 – **a whole lot**. In fact Reason # 2 is the very reason I wrote this book.

So if you’re thinking about staying with a job search methodology simply because it’s easy and convenient, just remember: It’s “Click and Woosh!” — off your resume goes — *off into The Black Hole* — **probably forever!**

### A Seismic Shift For The 21<sup>st</sup> Century Job Search

Up until a few years ago, The Black Hole was the only game in town. Today, that’s no longer true. In 2004, I started engineering a whole new Job Search System for professionals who wanted to manage their careers in the same way a CEO manages a company.

The system is logical, targeted, and driven by CEO-style business logic. It leverages the power of **advocates** — people who will help you get connected to decision-makers or contacts who know those decision-makers — within a company that interests you. It requires you to develop a powerful **value proposition**, which, if designed correctly, will just about require any sensible decision-maker to grant you an interview.

The system is starting to pick up traction on blogs, networking and job search web sites, and local newspapers, but the message is **really** starting to gain attention on social networking sites like *LinkedIn*, *Facebook* and *Twitter*.

There’s a good reason for this: **It gets results**. In the past six months alone, our “landing rate” has almost tripled.

There are four key components to my Job Search System: Users must:



1. Develop their **networking skills** in order to form relationships based on mutual trust and reciprocity
2. Adopt a **CEO mentality** in running their careers as a business
3. Craft a compelling **value proposition** that will attract the attention of any decision-maker
4. Follow a precise **7-step job search methodology** for carrying out their search.

The work will be demanding. There are no shortcuts or guarantees. Your commitment to the program is purely binary: ***You're either in it to win it, or you're not in it at all. Let's get started.***

### The ETP Network Job Search System

The **ETP Network Job Search System** consists of four core components:

Sequence	Component	Function	Description
1	Networking	The Machinery	Make solid connections and build a warm, trusted network; then maintain it with care
2	CEO of ME, Inc.	The Mind Set	Adopt the CEO of ME, Inc. mind set to run your career as a business
3	Value Proposition	The Magnet	Design a powerful, compelling value proposition that leads to an interview every time.
4	7-Step Job Search	The Methodology	Learn, master, then execute Rod Colón's 7-Step Job Search Methodology

ETP Network members who learn and absorb this system **significantly** shrink the time between the initial discovery of a suitable job description and the call for an interview.

To cite just one example of how this is accomplished, I teach members how to build a compelling case for their candidacy with bulletproof relevance and memorable impact. I also train them to build **value propositions** that are so compelling that they practically **require** decision-makers to keep an extra interview slot open; after all, how can they refuse to interview someone who meets **or even exceeds** the published requirements?

In adopting this methodology for the job search, ETP Network members begin to view their role in the process as gradually shifting from an “employee mind set” (i.e., dependence on traditional corporate hierarchies) to a “CEO of ME, Inc.” mind set (i.e., an



independent business owner), complete with all necessary adjustments to develop a *positive mental attitude* and a continuous supply of *mental toughness*.

### **Success or Failure is a Matter of Choice**

I designed this program so that individuals with the highest level of commitment will achieve the greatest success. This is precisely what The Black Hole does *not* offer.

That said, not everyone is comfortable with my system. I've seen this situation many times in the past five years: Members join the organization with the best of intentions, step themselves through some orientation material, get off to a reasonably good start — then pull back when they realize that the full burden of “working the program” rests on their shoulders alone.

For some, it's the difficulty of internalizing the CEO-style mind set so critical for success. For others, it's the idea that their attitudes about change may be far too inflexible, as if they're somehow trapped in the glue of their own genetics.

But most ETP Network members find the experience challenging, energizing, and inspirational. They like the idea that their next job (or client) is right around the corner. They like the feeling of being in control of all decisions and actively managing different aspects of their career “enterprise” to achieve success. And they especially like the freedom that comes from knowing they are no longer shackled to The Black Hole.

### **The Situation Then and the Situation Now**

One message I want to be especially clear about is this: In the late 20<sup>th</sup> century (generally the early 1990s), the employer/employee model under which most of us labored convinced us that we would always have a position as long as we worked hard and performed at or above expectations.

But that model is long gone. Now it's up to individual “CEOs” to direct the business functions of their own careers, e.g., “R & D” (networking and market intelligence), “Sales & Marketing” (resume and interviewing), etc... in order to secure a viable niche in the business landscape of the 21<sup>st</sup> century.

For better or worse, *you are and will be engaged in an uncomfortably tight race for employment survival in the decades to come*. This book lays out the rules for that race and asserts that your only real chance of winning is to boldly leave old-style job search thinking in the dust.



I firmly believe that my Job Search System is the best single defense against any extended periods of transition and the needless suffering endured by you and your personal board of directors as a result.

### The “Paul Revere” of Networking Organizations

In his book [The World is Flat](#), *New York Times* columnist Thomas Friedman presents a view of the future in which evolving technologies will level the playing field for business owners worldwide. Traditional corporate hierarchies will likely be replaced by highly specialized online communities sharing similar business interests.

According to Friedman, to survive in this ever-flattening world, individuals must diversify their skills so that they remain viable competitors across many different careers. Those who do, those who attain a level of specialization that cannot be outsourced are, he says, "untouchable." So if you want job security, join their ranks. *Become an 'untouchable' now.*

And if you don't? The fallout from such dramatic technological change may mean that those who haven't kept pace will lose the race for 21<sup>st</sup> century jobs.

The ETP Network is staking out territory in this new world to keep its members informed, educated, inspired, and prepared for sweeping change by teaching the ***CEO of ME, Inc.*** mind set. Individuals who have learned to manage their careers as a business will be well-positioned to deal with whatever comes their way. Those who don't may well find themselves swallowed up in the connectionless void of The Black Hole.

This applies to some networking groups, too. Through this book, I will be sending a wake-up call to those organizations that still believe networking is about tossing individuals into a room where they listen to each other's elevator speeches, exchange business cards, then call it a day.

Networking is much, much more than that. Networking is learning about the most effective ways to connect with others. It's about building solid, trusted relationships from those connections then nurturing those relationships. In fact, networking is the insurance policy you take out to secure a place for yourself in the relationship-based global economy of the future.

Finally, networking is just ***good sound business***. Through effective networking, you build one of the greatest assets to ensure your place as a viable contender in the race for 21<sup>st</sup> century jobs: ***business intelligence***.



As the CEO of ME, Inc., you will use that intelligence to run your career as a business and the one activity you must never stop is networking. It's the machinery that drives your CEO of ME, Inc. business. That shouldn't come as a big surprise; after all, no effective CEO could stay in business long if he or she stopped making contacts — without them, your days as a CEO of ME, Inc., or anything else are numbered.

### Some Key Points To Keep In Mind ...

Just in case you're thinking, "Gee, I'll read this book, go home and follow all the directions, and get an interview tomorrow", brace yourself for some unsettling news. Please read the following points carefully:

1. ***I cannot guarantee you a job just because you read this book, join the ETP Network or follow my program.*** No one can guarantee you a job. What I **can** offer you is a road map to get you much, much closer to an interview and "getting your foot in the door" than The Black Hole could ever offer. My program increases the **probability for success** in your job search.
2. ***No one can make this program work for you except you.*** I will carry out the instructional heavy lifting with the capable assistance of my Leadership Team. The membership will do its part to support you and help you to succeed.
3. ***Attitude is everything.*** If you tend to rely on excuses to get by, the ETP Network will **not** be a good fit for you. If you continually whine and complain, the ETP Network will **not** be a good fit for you. If you are impatient, self-absorbed, or believe that you are somehow entitled to all of the good things in life without having to work for them, you should return this book for an exchange or refund.
4. ***A word about networking.*** This is not a book **about** networking; it's a book about a Job Search System that **uses** networking as one of its four cornerstones. If you are new to networking, there are some great books available to provide the basics. A terrific starting point, in my view, is the best-seller Never Eat Alone by Keith Ferrazzi. Mr. Ferrazzi uses a common sense approach to networking that carries a clear and powerful message for those in the race for 21<sup>st</sup> century jobs.
5. ***Things you should know about Rod the person.*** If you and I will be developing a relationship someday (which is my hope and expectation), there are some things I'd like you to know and understand about me:



- I don't coddle. I've never done it and never will. I believe coddling damages a person's sense of self-worth. I believe in coaching people to bring out the very best they have within. If you're expecting me to be a "yes man", you're in the wrong organization.
- I believe in the appropriate use of "tough love", i.e., requiring individuals to accept responsibility for the consequences of their own decisions. Don't confuse this with being brutish, rude, or disrespectful because I am none of those things. I simply feel that in many cases, some individuals have lapsed into complacency with their job search and an occasional dose of cold, hard reality is appropriate.
- I don't back down from confrontations. You may find that a bit unsettling, especially in the beginning. Don't misinterpret what I'm doing: I'm trying to expose the raw nerve of a problem that looks to me like something you seem unwilling to face.
- I am honest and straightforward with everyone. My goals are fixed clearly in my mind and I believe the program I have developed will help many individuals if they are willing to make the commitment to follow it without deviation.

### **Saving The Best For Last**

*Once you learn, test, and master the ETP Network Job Search System, you'll greatly reduce the risk of suffering and the misery that comes as a result of extended "dry spells" between jobs. **The jobs are out there.** (Not only that, there are "hidden jobs" out there if you know where to look!)*

*This program ensures that you remain plugged into the networking machinery that leads to your next job because it requires you to accept full responsibility for keeping your network nourished. Even when you get your next job, you will still be using these principles since you'll now be in a "business-to-business" relationship with your employer instead of an "employee-employer" relationship.*

***This system will work — if you "work the system."***

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## How This Book Is Organized

### Chapter 1 *Welcome to the ETP Network*

*The ETP Network (Empowering Today's Professionals) was established specifically to help individuals in transition find jobs. Find out the how's, who's, what's and why's of this amazing organization and its Founder and CEO, Rod Colón.*

### Chapter 2 *The Machinery: Build, Track and Maintain Your Network* **CORE CHAPTER**

*The modern day job search is built on the machinery of networking. If you're new to networking, this chapter gives you the basics, beginning with the art of small talk all the way up to the development of a warm, trusted network.*

### Chapter 3 *The Mentality: Run Your Career as a Business* **CORE CHAPTER**

*Once you start the network machinery running, the next step is training yourself to think of your job search as a business with you as its CEO. All of the decisions affecting your job search begin and end with you and you will learn the fine art of taking responsibility for them.*

### Chapter 4 *The Magnet: Your Value Proposition* **CORE CHAPTER**

*As you begin to identify opportunities that look like a good fit for you, you'll learn how to develop a solid value proposition (the job description, a "targeted resume" and a special cover letter called a "T-Letter"). This is the magnet that will attract employers to you.*

### Chapter 5 *The Methodology: Follow the 7-Step Job Search Methodology* **CORE CHAPTER**

*The centerpiece of my Job Search System is a precisely engineered 7-Step Job Search Methodology. You will locate perfectly matched opportunities, find and*



*leverage advocates within the company using polished networking skills, and submit your value proposition.*

## Chapter 6 ***The Hidden Job Market***

*Many individuals who are looking for jobs are unaware that there is a Hidden Job Market! The Hidden Job Market consists of positions that have not been advertised and positions that don't yet exist — because the employer has not yet realized the position is necessary!*

## Chapter 7 ***The Interview and Negotiations***

*Discover the secrets that will make you shine during an interview. Yes, there is significant preparation; but this list of tips has been assembled from years of experience as a hiring manager. These are the tips and techniques that provide the inside track to effective interviews.*

## Chapter 8 ***Once You've Landed***

*The time to put new energy into your networking activities is when you're offered a new position. Ironically, this is exactly when many people abandon their networks only to discover their mistake later when they need help and their networks have withered.*

## Chapter 9 ***Putting It All Together and Troubleshooting***

*Networking, the CEO of ME, Inc., the Value Proposition, and the 7-Step Job Search Methodology: You learned them as separate pieces; now it's time to put them all together so that the whole program makes sense. This is where we'll do some troubleshooting, too.*

## Chapter 10 ***Social Networking: Be A Part Of It!***

*The explosion of social media and social networking web sites like LinkedIn, Twitter, and Facebook demands that those in the race for 21st century jobs remain well connected. Networking makes my system work; social networking sites are places to make new connections!*



## Chapter 11 *The Awesome Power of Attitude and Behavior*

*If there is any true obstacle to overcome in learning my Job Search Methodology, it's the battle that must be fought in your own mind to embrace and adopt all its components. Getting your attitude and behavior "in line" is the key step in helping you to win the race.*

## Chapter 12 *Break Away From The Pack*

*Everyone has unique talents and abilities, but not everyone knows how to draw them out and leverage them for success in the business world. In Chapter 12, you'll discover how you can differentiate yourself from the competition and break away from the pack!*