

THE VALUE OF A MARKETING PLAN

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There is a great deal of information available on how to prepare for a job search. People talk about focus, goals, interviewing, research of companies and, of course, preparing a resume. All of this information is important and should be studied and applied. However, what happens after you have everything ready? How do you implement a professional job search? That is what a marketing plan addresses - **IMPLEMENTATION.**

The keys to the plan are where to target your search, the sequence, and numbers required to obtain the desired results.

Recruiters: They need your resume. Email, fax or mail it with a brief cover letter. This is the first thing to do. We recommend you contact at least 15 recruiters.

Advertisements: I know this is a low return but remember, companies spend thousands of dollars on those advertisements. People do get hired from them and you only need one job. So answer them. It is the second thing to do, and we recommend 8-12 advertisements per week.

Internet: Yes, everyone does it but it can be effective. One obvious way is to identify a company you want to work for and find employment on their web site. Attach or paste your resume. We recommend you send at least 20 contacts.

Another internet procedure is to register on job sites such as Monster.com and CareerBuilder.com. Again, this can produce frustration with solicitation but there are opportunities and companies do hire from these sites. You should list your resume with at least five sites.

Spot Opportunities: These are responses to "happenings" in the marketplace and require a well-written response. We suggest 2-3 per week.

Direct Approach: The direct approach can be going in person to a company or contacting them by mail. Sending a resume will not work. It must be a marketing type letter that targets a specific person with a stated reason for your meeting. We suggest 3-5 per week.

Proposal Letters: You have an idea on how to improve or address an issue. Do your research and identify the correct contact. Then offer a solution through a proposal letter. This is how consultants gain business. We recognize these are difficult to come up with and 2-3 a month would be a good target.

Networking: All research will tell you this is the most effective way to obtain a job. Make list of people you have been in contact with over the last five years. You should have at least four networking meetings per week.

Follow this plan and review the numbers. It is hard work but the plan will keep you on course and actually shorten the time it takes to obtain the new position.



During his twenty-five years of industry work, David Griswold has consulted with over 3,500 individuals and delivered seminars to over 15,000 people. He has motivated and directed people from all walks of life to advance within their organizations, change career fields, start businesses, return to a corporate environment, and create new jobs. This vast experience has allowed David to profile successful careers and identify certain fundamental principles of success that he shares with his clients. Dave is an active member of PRWRA and serves as the Senior Transition Consultant for Career Beginnings, Inc. You can contact him via email at dgriswold@nofeartransitions.us or by phone at 866-657-8466 / 770-922-6161.