

The
Career Artisan
SERIES

**THE
HIDDEN JOB
MARKET**

*Proven Strategies, Done-For-You
Letters & Phone Scripts*

Guide For The Perplexed

The Career Artisan Series
The Hidden Job Market
Guide For The Perplexed
Updated - 2nd Edition

by
Mary Elizabeth Bradford

Also by Mary Elizabeth Bradford

The Career Artisan Series—The NEW Executive Job Search Guide for the Perplexed

The Career Artisan Series—Interview Follow Up Guide for the Perplexed

The Career Artisan Series—Phone Networking Secrets Guide for the Perplexed

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The Career Artisan Series: The Hidden Job Market Guide for the Perplexed

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"Mary Elizabeth once again applies her career industry expertise in an easy-to-implement strategy to tap into today's hidden job market. Whether you are looking for a few pointers or a robust campaign that will allow you to get to your new job in as little time as possible, Mary Elizabeth's guide will show you the way."

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CCM, CEIC, IJCTC, CIJSE, CWPP, 360Reach, MRWLAA
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INTRODUCTION

I am thrilled to provide you with the latest book in the Career Artisan Series: Tap The Hidden Job Market, Guide For The Perplexed.

It has taken me several years of research and professional experience to understand this “elusive” hidden market, and I have spent an equal number of years helping hundreds of 5 -6- and 7-figure executives navigate through the hidden job market to find the jobs they really wanted.

And now I am going to share some really exciting things with you that, simply put, have the power to change your life in terms of the kind of job you think (or maybe only dreamed) you could have.

So often well-deserving and talented professionals miss out on their ideal career opportunities simply because they didn’t know where to look to find them.

These steps I am going to show you are simple and easy to set up and produce the quick results you need to change up your career!

I am going to share with you how you can find and get the job you want. A job that makes you feels better, that makes you more money, and that is deeply satisfying for you . . . or is what many of my clients describe to me as their dream job.

This information will be especially powerful for you if you:

- Have been frustrated by a stale job search that has produced little or no results for you.
- Are an executive with little idea of how to make a career move from a position of leadership and control.
- Have been stuck in a position where you are under-challenged and under-utilized.
- Are in a highly competitive industry and need the extra edge to win the job you really want (at the salary you want, too!).

The other strategy I am going to show you is how to easily map out a crystal-clear career plan. This will help you identify and communicate your strengths and the things you really love to do in a way that will help you stay true to yourself and reach your goals.

Additionally, it will help you to identify and keep a focus on the best opportunities for *you*, so you don’t end up investing time and pursuing positions that don’t fit you as well as they should.

Inspiring Your Success,



WHERE JOB SEEKERS GO WRONG

So many clients over the years have shared with me that being out of a job or the prospect of finding a new job leaves them feeling desperate, frustrated, and overwhelmed. Some even questioned their own self-worth, despite their obvious achievements and intelligence.

And these were 6- and 7-figure professionals!

These professionals told me they became so overwhelmed by the lack of response and the rejection they were receiving from the job market that any excitement or enthusiasm they probably should have been feeling was replaced by generalized anxiety and self-doubt.

If you have ever tasted this bitter fruit, then you know its multiple negative effects.

A mid-level or top executive who has had the wind quickly taken out of his or her sails by the “job market” can’t be acting from a place of enthusiasm, leadership, or control.

The internal desperation compels a job seeker to find a quick fix.

But the low-hanging fruit that “quick fixes” provide generally comes with a price in the form of a lesser salary or working with a less-than-ideal company.

Some professionals will run out and have their resumes professionally redesigned at the first sign of trouble. Clearly this can be a positive (and important) step forward, but it is only one necessary component of a successful job search.

Other professionals might try to concentrate on representation through recruiters, or on using their network of contacts. Again, these are all good attempts, but it is like holding only one or two of the pieces of a puzzle in your hands, expecting to easily put it all together and see the big picture.

Sometimes professionals erroneously fear there is something wrong with them, their skills, or their resume. They most likely do not have the time to try and find out why all this is happening seemingly “to them.” They have most likely lost their initial burst of energy and enthusiasm for their job search.

This is why I love coaching intelligent, positive professionals and showing them how to avoid all this!

So let me begin by showing you how to avoid this pain and turmoil in your own job search.

WHAT IS THE HIDDEN JOB MARKET?

MYTHS & TRUTHS

I love the hidden job market. I have built my career on showing professionals how easy it is to shorten their job search, get more quality interviews and bigger offers using a very simple yet powerful system to tap into it.

A statement I often hear is “isn’t tapping into the hidden job market just networking?” In short, no. It’s about going direct – and cutting out both “internal” and “external” middle men. Internal within the company (i.e. HR) and external outside of the company (i.e. recruiters).

Let’s begin by dispelling a few other myths about the hidden job market:

True or false: With all the jobs listed on the internet today, I don’t need to concern myself with any “hidden” job market.

False. That is, if you care about getting more than a measly 1-to-3% response rate from the resumes you send out using major job boards.

In other words, did you send out 50 resumes using job boards and you still haven’t heard anything back? Well, by these standards your only problem is you haven’t begun to send out enough resumes, yet...yikes!

The good news about these stats is that there are a whole bunch of job seekers out there that just started to feel a whole lot better about themselves. The bad news is that this proves job boards are a really depressing, hard and painful way for the majority of us to land great jobs.

Figures aggregated from the Bureau of Labor and Statistics and the US Census Bureau show that an average of 300,00 six-figure jobs are filled each month in the US and that over 80% of those (280,000) are FILLED before they ever reach a “job board”.

To compound this, 95% of job seekers will chase the 20,000 advertised jobs. Those sobering figures should be enough to motivate you to hop on the hidden job market train ASAP and never, ever mess with another job board again.

With MOST jobs being categorized in the hidden job market it makes much more sense for you to learn how to go direct. ‘Specifically – choose what YOU want and learn how to find the companies in the industries you are interested in and connect directly with a top executive in each of those companies. This book explains step by step how to do it and exactly why it works. No matter if you are just starting out in your career or a top executive.

True or false: I should only answer jobs that are advertised because I will look stupid if I send my resume to a company when I have no idea if they need someone like me.

False. Way back when I had my own executive recruiting firm I remember client companies telling me, “We don’t have any immediate needs right now, but if you find a superstar, please don’t forget about us - we want to see their resume!”

Once I helped a young lady secure 6 interviews and 2 offers in late December (think Christmas) by tapping the hidden job market. She had just thirty companies she was targeting in the new industry she wanted to get into. Prior to hiring and learning from me, she had submitted dozens of resumes to many of the same companies in response to open job postings. She played by their rules and did things the right way. She went through human resources – applying online. All she got from that after 6 months was a few rejection letters.

Not only do companies always make time for people who are “superstars” (and a lot of this has to do with the way you market yourself to them), but most companies go through **at least five steps to fill a position** before they will post the position to a major job board.

I have often heard it said that a COO’s primary ongoing issue is *finding and retaining key talent*.

Think about it. If you have a key position that just opened up in your company, is the first thing you do pick up the phone and call Monster? No, of course not!

You get on the phone to a few trusted colleagues. You look through your resume file to see if anyone fits the bill. You look to see if anyone already on board is qualified to be promoted to it or alert your staff to refer someone they might know. You launch an intimate grass roots campaign to try to fill this position waaaaay before the general public is notified. And if after a few weeks, the position is still not filled, perhaps you contact a related association to post the job on their members-only job board or you contract a recruiter.

True or false: I have heard the interview process is shorter and the salary package can be significantly higher with unadvertised opportunities.

True! Why? Because when you pursue unadvertised jobs you are almost always talking with the company key decision-makers right from the start. You have more creativity to sell your skills and build the value of who you can be to the company. And finally, because these interviews usually lack the formality of a full blown human resource driven candidate search, your competition is significantly lower AND the salary terms are less likely to be chiseled in stone. I have seen this play out in my clients’ favor time after time!

True or false: I am not “high enough up” the ladder to seek out unadvertised opportunities. The hidden job market only applies to executives.

False. ANYONE (and I mean even if you are right out of college) can enjoy the benefits of the hidden job market. These jobs are available on all levels and in virtually all industries.

The trick is to hone your focus so you actually achieve the results you want (more on that later!) So why should you care about the unadvertised market? Because for you, it means more job opportunities, more market leverage, less competition, shorter interview processes and bigger

offers. Golly, I can't imagine why anyone would want to keep pumping out resumes via the internet when you can have all of this control over your next career move!

HOW TO TAP INTO THE HIDDEN JOB MARKET: A BRIEF OVERVIEW

Now I bet you are wondering precisely how to tap into the unadvertised market. There are three strategies to quickly get you started focusing on and finding great jobs that will never see a major job board.

In subsequent chapters I will break down exactly what you need to do – but for now, here is an introduction on what I am going to be sharing with you:

Tip #1: Create a plan

If you are going to launch a proactive job search (i.e. knowing precisely what you are looking for, then reaching out to get it) vs. a reactive job search (i.e. passively scanning posted jobs, waiting to find the one that fits you) then it's crucial you know the following things:

Your target markets

(e.g. Construction, commercial healthcare development, pharmaceutical, medical device, etc...)

Your titles & positions

(e.g. sales executive, VP of sales and marketing, business development director)

Your geographic parameters

(e.g. can't leave Minneapolis, all of US, California only)

Your timeline

(e.g. need a job NOW, in the next 30 days, would like to make a change in the next 6 months)

Tip #2: Choose three main job search strategies for tapping into your market

Now that you have your plan, you should be crystal clear on what you want! Here are just a few unadvertised techniques you can utilize:

Growing/changing or moving companies: These are companies that are expanding, merging, acquiring other companies, are rolling out new products or services or are moving. These companies that are actively changing and/or growing offer you, the job seeker, an opportunity to offer your skills and strengths in order to help them.

Executive recruiters: Identify executive recruiters that are familiar with your industry and/or level of position. They often have contracts to fill positions of which the majority will never be advertised.

Recruiters probably won't be helpful to you if:

You are radically changing industries, a recruiter may not be the best source for you as they will be looking for "a match."

Recruiters may be helpful if:

You plan on staying in your current industry, you have had less than 3 jobs in 10 years and you look fantastic on paper.

Direct company contact: The secret here is in the numbers. Contacting a company directly (fully knowing they probably have multiple open positions that are not advertised) is a great way to take leadership and control over your job search. Are you interested in looking at the higher education market in your state or the top organic food manufacturers in the US? Or maybe the fastest growing healthcare oriented businesses in your city? All of these “lists” are accessible to you and allow you to easily tap right into your market of focus!

Tip #3: Manage your job search like a professional project

Once you have your plan and have determined the best place to gather your resources and your general strategy, you must make a simple plan to move forward. Depending on your timeframe, pick the hours and the days each week that you plan to invest in your next career move. Block out those times and stick to them! Honor your commitment to your job search just like you would honor your commitment to your present employer to show up on time each day.

During your job search activity, keep things really simple and focus on the actions you are taking, not the results! This way you can celebrate your initial “successes,” which in the beginning are the completion of each of your daily and weekly goals. The results will unfold elegantly and abundantly and you will enjoy feeling that satisfaction of success whether you are investing in marketing yourself or basking in the warm glow of landing your third or fourth interview!

Be careful not to devalue the importance of this tip. This strategy is one of the main points to averting thoughts of despair and feelings of overwhelm.

THE HIDDEN JOB MARKET: HOW IT DEVELOPS

Simply put, the hidden or unadvertised job market is the 80% or so of jobs that are filled before those jobs need to be advertised on major job boards.

In what ways do they get filled? They can include:

- **Word of mouth**
- **Internal promotions**
- **Referrals**
- **Executive recruiters**

And even though this would be considered a form of advertisement, I would also include:

- **Jobs posted on a company’s website**
- **Association websites**

How this happens is really quite easy to understand. Picture yourself the president of a mid-sized company. You just promoted your senior VP of operations and your controller recently joined another company. This has left you with two key position openings to fill in the next 60 days.

Where do you look first?

Well, you probably pick up the phone and call a couple of colleagues to put the word out through people you respect and trust. You might share your needs with executives within your own company—especially your VP of sales. Your contacts may know of someone to refer who fills the bill and who would fit in with your company.

Perhaps you look at and give some consideration to your internal team to identify anyone who may be ready for a promotion.

After these initial efforts, if a few weeks pass with no star candidates on the horizon, you may call your executive recruiter contact and pay him or her to bring you three candidates that meet your needs (that is a rather costly but effective technique, by the way).

You may post these two positions on your corporate website.

You may additionally post job ads on association job boards that relate to these positions.

If all of this produces little result, then the positions are generally turned over to human resources who may, in fact, post a job opening on one or more major job boards.

Now if you put yourself in a job candidate’s shoes, isn’t it interesting to imagine the stark difference in the kind of interview experience you would have with this company if you had the opportunity to interview BEFORE these key positions landed on the human resources director’s desk?

Let's take a look:

**Before
Hidden Job Market**

- Opportunity to meet immediately with the key decision maker
- Little to no competition for the position.
- Maximum leverage to present a value proposition
- Opportunity to learn directly from the key decision maker exactly what he/she is looking for in a star candidate
- Faster hiring process/fewer formalities

**After
Advertised Job Market**

- Stonewalled by human resources
- Formidable (even ridiculous) amount of competition
- Value propositions to HR fall on deaf ears unless your qualifications perfectly match the posted position
- Less information given on what the company is actually looking for in a star candidate

So how can you tap into such an ambiguous and elusive market? By taking control of your career plan and using the simple methods I am about to share with you!

CREATING YOUR FOCUS OF DIRECTION: THE FOUNDATION OF YOUR SUCCESS

Every successful project first begins with a well-thought-out plan. Your success, whether you know about the secrets to tap into the hidden job market or not, largely depends on the components of your plan.

For example, depending on your personality, you may subscribe to the method of “I will know my dream job when I see it.” Personally, with my creative personality, I empathize with this method (which is not really a method as much as it is just intuition). However, this is a poor choice for planning a career move.

Here are the things you must know BEFORE you begin your job search if you want to ensure any kind of purposeful direction and control over the outcome:

- **Your Career Goals**
- **Your Driving Motivators**
- **Your Dream Job**
- **Your Target Markets**
- **Your Titles/Positions of Choice**
- **Other Important Career Parameters**
- **Your Brand**



YOUR CAREER GOALS

This is a statement about where you want to go and the goals you want to reach in the next 3 to 5 years.

It's really, really important that you give yourself some time to focus on your answer and write it down.

It's amazing how oftentimes when we put career hopes and dreams on the back burner (i.e. in the back of our mind), we simply cannot have anything more than a foggy idea that is unfocused, not ready, not purposeful, and not exciting.

The simple ACT of committing to focus on what YOU want and writing it out is a powerful step forward on conscious and subconscious levels. Simple, but powerful.

Your Driving Motivators

What are your bottom-line needs that you have to meet in order to make your next career move? A different position, a new industry, more money, a new location, or more work-life balance? List your top three.

Your Dream Job

Picture a blank canvas on which you can draw any picture that you like. Crystallize your vision of your dream job by closing your eyes and think now about what your dream job means to you.



- What does it look like?
- Where are you working? At home looking out the window? In your garden? Or looking out at the skyline from your downtown office on the ninth floor?
- Is the environment cutting edge and fast paced or highly technical? Or is it refined, traditional, or academic?
- What kind of people are you working with?
- What are you doing? Working independently or with a team?
- Are you brainstorming or planning or are you more hands-on, managing projects?
- How much money are you making?

Your Target Market/Title/Position of Choice

Whether you are changing industries or staying in the same industry, you will want to write down your target market and what position you are pursuing.

If you apply for multiple positions in multiple industries, you will soon find yourself changing your resume to match every different position and getting spread way too thin with very few good results.

If you are looking to change industries, here is a tip for you: the easiest way to check out an industry for its career potential is to connect with people in those industries who can answer your questions and give you the mentoring you need to decide whether or not to move forward. More on this method in chapter six.

Other Important Career Parameters

Now you want to list all of the other parameters important to you. This can include travel, benefits, work environment, future opportunities, company type (i.e. traditional, growth oriented, family friendly etc.), and anything else relevant and important to you.

Your Brand

Your “brand” is simply a blend of personal and professional skills and strengths that add up to the promise of an experience. In other words, the experience you promise to your potential employer.

You may want to take some notes on the following statements you can ask yourself to develop your unique brand.



Experiment with completing the following statements:

- ***In one sentence, professionally, who are you?***
Yes, I know . . . it’s purposely hard. The first thing that pops into your head is often best. My answer was I am a lamplighter. Why? Because I love the artful, romantic image (hence “The Career Artisan”) and because I light the way for my clients time and again.
- ***What are you an expert in?***
When you are at your best professionally, how do you affect other people? Do they get excited, find solutions to problems, band together as a team, become empowered or enlightened with the information you share with them?
- ***What do you stand for in your business?***
It could be getting the details right, communicating clearly, or helping others. For example, in my business I stand for “truth in advocacy.” My passion is getting people the right information that is truly going to help them no matter what.
- ***What is your brand identity?***
If you had to describe what you had to offer a company in one sentence, what would it be?

Here’s a tip you can use to understand how others see your brand identity:

Ask your spouse, partner, or good friend or coworkers to describe you in three words. They can only use three words. Take note of the feedback you get—you may be amazed and you can certainly use this information to formulate your brand sentence.

My one sentence statement is in the tagline for my business—“Masterpiece marketing strategies to help you focus on, find, and win your dream job!”

By identifying your brand, you are more able to communicate your value clearly and authentically. Like a thread, you should consistently weave your brand throughout your resume and cover letters and into your interviews.

CAREER SUCCESS GOALS WORKSHEET

My career goal is:

**Tip: you do not need to know HOW you are going to accomplish your goal! If you focus on the HOW, you may get stuck. Focus on what you want to accomplish—the HOW will work itself out and I will show you how—I promise!*

My driving motivators are:

1.

2.

3.

My dream job is:

My target markets are:

My titles/positions of choice are:

Branding

Professionally, I am:

I am an expert in:

When I am at my best, I affect others in the following ways:

What I stand for, no matter what:

My Brand Identity is:

Notes:

DIRECT COMPANY CONTACT

If you have a plan that includes your target market, job titles, and your geographic preferences, then you have enough information to begin researching what companies *might fit you*.

Most of the companies that you are going to feel meet your career objectives have open positions that *have not been, and probably will not be, advertised!* Gone are the days of waiting for the right job description from the right company to come to you. You must take the initiative to *go to them*.



However if, for whatever reason, you need a job tomorrow, this is probably not the fastest way to land a job—but it is the *best way* to control your job search, secure quality interviews, and receive better offers.

So how do you specifically find companies? Well, with the Internet, it's quite easy. Here are a couple of examples.

Example #1:

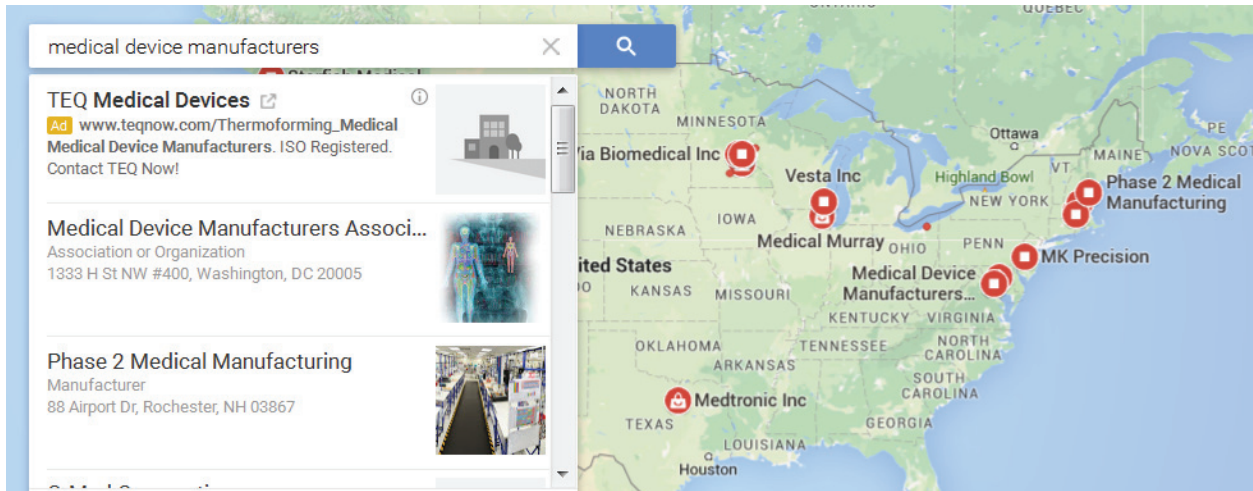
Let's say you are an executive in medical device manufacturing. You live in Ohio and are willing to relocate within the US. Your challenge, then, is to find medical device manufacturers in the US.

Here is what to do:

You need to find medical device manufacturers in the US. Here are a few easy ways to do it:

- Google: *medical device manufacturers+US*
- Use [Google Maps](#). Set the map to the entire US. They simply key in: medical device manufactures. You will be able to visually see where those companies are – plus Google gives you a list complete with all contact information!
- You could layer in another technique if you needed to by going through associations. To find related associations, just Google: *medical device manufacturers + associations*

Google Maps



By using this simple method, in just a matter of minutes you will have more companies and contact names than you thought possible!

Example #2

Perhaps you live in Austin, Texas. You must stay in the Austin area. You are looking into the commercial construction market. Namely, you want to look at working as a senior project manager for a commercial contractor. You specialize in building hospitals, but have done other commercial projects as well in industries that include mid-rise commercial buildings, apartment complexes, hotels, and even some high-end residential homes. You are flexible with the industries in which a commercial contractor might specialize.

Here is what to do:

You need to “turn over every stone” in the Austin market to give yourself the maximum number of opportunities.

- First, you will want to find every commercial contractor in the Austin area. You can easily do this using the three techniques I mentioned in Example #1.
- Additionally, you may want to research companies in parallel markets. These could include:
 - Fast-growing hospitals and owners of multiple hospitals and related facilities that hire construction project managers.
 - Design-build contractors and commercial developers who hire construction project managers.
 - Residential contractors in the Austin market.
 - Large architectural firms that have construction project managers on their teams.
- Again, using Google, Google Maps, and even a social networking site such as LinkedIn, makes identification of these companies in these particular sub-industries fast and easy.

FREE RESEARCH SOURCES

Industry Lists, Company Profiles and Contact Info

- [Hoovers](#) - Search for company information at no charge or order detailed company reports for a fee.
- [Business.com](#) - Developed by a team of industry experts and library scientists, the Business.com directory contains more than 400,000 listings within 25,000 industry, product, and service subcategories. You can browse the listings by topic or search by a keyword or company name.
- [Industrial Quick Search Manufacturer Directory](#) - A directory of product- and/or service-specific vertical directories. The full list of these directories is on the page if you just want to browse through them, but you can search for various subcategories by product (i.e., paper) or company name. Company listings connect you to that organization's website.
- [Consumer Complaints and Protection](#) - Corporate Consumer Contacts from the Consumer Action Website, Federal Citizen Information Center (FCIC). Essentially a who's who of corporations in the US, arranged alphabetically. This was compiled as a resource for consumer complaints, but you have a list of potential employers with links to their websites. Not searchable by industry, sorry.
- [The Thomas Directories](#) FREE - The Thomas directories are known throughout the world for their information and coverage within a given industry. The latest iteration of the Thomas Register plus the Thomas Regional guides. Search ThomasNet to find manufacturers, distributors, and service providers—from Actuators to Zirconium and everything in between. Registration is free for this service. You will be able to search the entire contents of the online directory featuring products from over **173,000 companies in the US and Canada**. Search by company name, product or service, or brand name, and retrieve a list of all companies supplying that product, the address/phone/fax for their offices, and a list of all products they supply.
- [Employer Locator from CareerOne Stop](#) - Part of the free career tools offered by CareerInfoNet, the Employer Locator is a database of over 12 million employers in the US. This database is licensed from InfoUSA, creator of [ReferenceUSA](#) and other terrific business research tools found in libraries and corporate career centers everywhere.

It will not show you if an employer has any job openings, but you can use this to find employers by industry, occupation (meaning employers who employ people in this field), location (zip code plus distance), or keyword. If you cannot access tools such as

ReferenceUSA in your local public library, this is a good substitute. You will not have the same robust search capabilities, but you will get a lot of data from this source.

FREE & PAID SOURCES FOR COMPILING MAILING LISTS

When you compile your mailing lists you are also looking to find the decision makers most likely to hire you.

When you do this right, about 80% will be CEOs and presidents. The rest will typically include chairman, executive director, managing director, partner, or owner.

Don't waste your time drilling down in the organization chart trying to find the "hiring manager." Instead, get your letters out the door.

Here's an example. A \$150K sales executive in California sent his value proposition to several thousand companies, and one of them went to the CEO of a \$12 billion company in the Midwest.

The CEO called him and invited him to interview, based only on his letter. The company offered him a job, which he turned down because he had a better offer.

Mailing List Sources

Below are some paid sources for compiling mailing lists and, depending on the size and scope of your job search, this option might be the best investment for you. Coverage and prices vary.

Another option if you want a FREE mailing list is to check your library—they often give access to some of the most popular databases. Library access, however, typically has limits, and this approach is not practical for large volumes.

Paid Sources

- [Salesgenie](#)
- [Demandbase](#)
- [Data.com Connect](#)
- [Lead411](#)
- [Experian](#)
- [GoLeads](#)
- [NetProspex](#)
- [Hoovers](#)
- [Avention](#)

What next?

Now that you have found your “Top 25” or “Top 50” companies, there are a few things you can do:

- **You can send a value proposition letter** (a one-page letter that explains your potential value to their company) to each of your key contacts in your top companies (you then follow up with a phone call in 5 to 7 business days).
- **You can send a value proposition letter** to a large group of targeted contacts and because it wouldn’t be reasonable to suggest you follow up with each contact, you can direct the reader to your website (yourname.com or your LinkedIn profile – which you can create, if you have not done so already, at LinkedIn.com).

A WORD ON VALUE PROPOSITION LETTERS

A strong value proposition letter is a powerful motivator to potential employers. These are short letters that demonstrate your results and are written in an information/conversational style.

Here are a few tips to crafting them – as well as an example template.

Tip #1 Shorter is Better

Many years ago I was mentored by a top career consultant who wrote cover letters for 500k+ executives. He never used more than 100 power-hitting words. I fell in love with this technique the moment I heard of it. It makes total sense!

Here’s how to do it:

Write your letter, then come back in a couple hours and take out all of the superfluous words and phrases you find. Next, highlight all of your BEST words and phrases (you will probably have a couple to add or reword at this point). Finally, revisit your letter in an hour and edit any erroneous words just one more time. Now you are left with a tight, crystal clear letter, brimming with power hitting terminology!

You won’t have to do this with every cover letter you write. After you practice this technique a couple times you will quickly learn to get it right the first time!

Tip #2 Simplify Your Language

Want to know the mark of a really good cover letter? Give it to someone to read who is in another industry. If they are impressed by your accomplishments and can understand what you are communicating, this is a really good sign you have an effective letter!

Specifically, your letter should be understandable by someone not directly linked to your position of interest. It should be simple and clearly outline your accomplishments.

A big mistake I often see in executive level cover letters is a string of hundred dollar words in a sentence. Check your letter and remove any strings of “eye-glazers” as I like to call them. You will be amazed how this will lighten and brighten up your letter instantly.

Tip #3 Be Focused – Be Clear

You must know why you are writing what you are writing. Either you are writing a general value proposition about your strengths and achievements in a particular role (CEO/COO/VP of Operations etc.) or you are responding to a job opening.

In either case, you want to be completely focused on communicating your maximum value. If you shine in two key areas, write about them and remember to finish your statements with examples of results you have obtained. If you can add a % or \$ to those results, that is preferable.

If you are responding to an actual job description, the most important thing you can do is highlight all the key words and phrases in that job description that you match and parrot those key words and phrases back in your cover letter. If you have ever written a job description, you know just how maddening it is to read through a stack of cover letters that mention little, if anything that matches what you are looking for! A resume attached to a cover letter such as this rarely gets read.

Value Proposition Letter Example:

Date

Mr. Decision Maker
President and CEO
Your Targeted Company
P.O. Box 1234
City, ST 56789

Dear Mr. Decision-Maker,

Would you like to increase your sales revenue in this challenging economy? As sales representative for a fortune 500 company, I recently achieved 110% quota in under 12-months in my territory.

A few of my accomplishments include:

- ✓ Drove sales volume by 32% annually
- ✓ Turned around an under-performing territory, increasing national ranking 60%
- ✓ performed in the top 10% of sales force with every sales position I have held

If you would like to achieve and sustain results like these, let's talk. Although my compensation has been north of \$ _____ my primary objective is a challenging opportunity.

Sincerely,

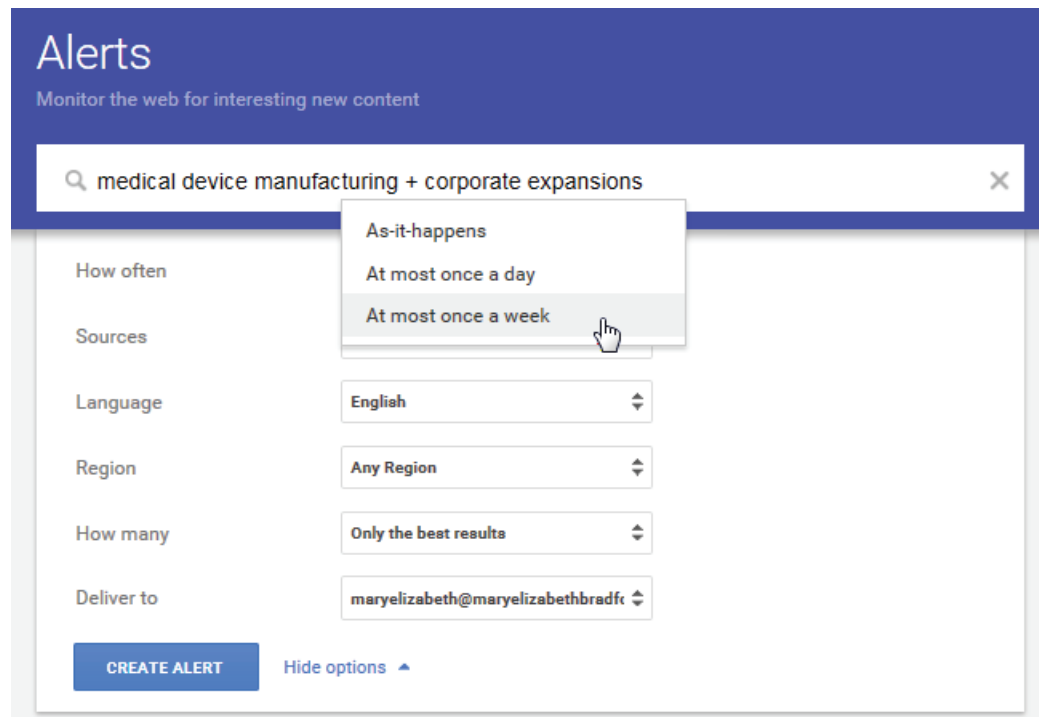
Your Name

PS. I have won over two dozen awards for successfully leading effective sales and marketing plans and launching new products.

- **You can send a resume and cover letter** to each of your key contacts in your top companies (you then follow up with a phone call in 5 to 7 business days).
- **You can create a Google News alert** for your top companies so that you are automatically alerted to breaking news.

How to create a Google News alert:

- Go to [Google Alerts](#)
- If you are searching Nationwide, such as in Example #1, you might put something like this:
 - In the search box put: *medical device manufacturing + corporate expansions*
 - Click on "Show Options"
 - For "How often," select "At most once a week" (*receiving an email alert each day can turn into too much work for you*)



- Select your preferred email address under "Deliver to"

Don't forget to click on the emailed verification link that Google will send to you! This activates your alert.

You can delete this alert at any time. Delete and edit options will be at the end of each email alert Google sends you.

DIRECT MAIL CAMPAIGNS

Some people discount sending out hard copy resumes and letters of interest because they feel that in this high-tech age, it is antiquated. I would argue that it is about as antiquated as the handshake! Some things do not change and direct marketing is a whole lot more high touch than sending an email.

Multiple studies have proven that *executives open most of their mail*. So the thing that is important for you to remember isn't *should you launch a direct mail campaign* but, rather, *to whom should you send your qualifications!*

The answer to that question is an executive many levels above where you would be in the company—even the president or CEO. Conversely, you do NOT want to send your resume to human resources. The only two exceptions would be:

1. You are looking for a position in a human resources department.
2. You are answering a job ad that says to send your resume to human resources.

In the case of #2, it's assumed for most job ads you are going to send your resume to human resources.

I would take a step further, though, and send it to both human resources AND a key decision maker.

The reason why is simple. Human resources use criteria filters such as industry background, education, and how you fit into a job description, **but a key decision maker is focused on company profit.**

Furthermore a leader such as a division president or C-level executive understands and looks for potential employees that take bold initiative—this point should not be underestimated. Mid management is crushed for time and, again, HR is not interested in the same quantifiable results an executive will quickly spot (in you). It doesn't matter if you are a janitor. With the right letter and right approach—a top executive is indeed your “right” contact.

So you stand a better chance of connecting with a key decision maker if you show you can contribute to increasing revenues, profits, productivity and/or growing their business. Their focus will be on how you can help them be a better organization, rather than how you will fit a job description.

Back when I was an executive recruiter, my top clients would tell me continuously, *“We don't have a critical need right now, but if you find someone really outstanding, please send us their resume!”*

Good companies are always looking for top talent. And part of being in the “top talent” group is marketing yourself properly.

By using non-conventional job searching methods, you tap into one of the very best ways to stand out from the crowd and attract attention from potential employers—potential employers who do not have any job ads posted on the Internet!

GROWTH OPPORTUNITIES

Growth “opportunities” are windows when a company is experiencing some form of growth. This can include the following:

- Moves
- Expansions
- Launch of a New Product or Service
- Corporate Mergers or Acquisitions
- Announcement of Awards or Individual Promotion
- Venture Capital Funding

Additional opportunities can also be found in the following situations:

- Layoffs
- Downsizings/Rightsizings



Because of the fact that in so many cases when a company is experiencing a major change and/or growth there is a hiring need, *it is truly a perfect time for YOU to make an introduction!*

A few of the benefits you will enjoy when you capitalize on growth opportunities are:

1. **You set the pace for leadership and control** vs. answering an ad, which positions you as the less desirable, *passive/receiver*.
2. **You maximize your leverage, options, and opportunities** in your industry of choice.
3. **You introduce yourself in a favorable light**—often quite flattering to the executive with whom you are communicating.

4. You are introducing yourself at a time when that company **may be investing considerable sums of money to find great talent (like YOU!).**
5. **You have little or no competition.**
6. **You are putting the focus on THEM** and their particular situation—highly flattering to the decision maker with whom you are connecting and it makes you look great!

FINDING GROWTH OPPORTUNITIES

You can easily find FREE sources of information on the unadvertised job market (i.e. companies that are in the midst of growth opportunities!)

Google Alerts is the VERY BEST place to do that and may be all you need. Although it may be redundant, just in case you need it, other places you can look include:

- Associations
- Trade Journals/US Business Journals
- Niche Sites

The Business Journals

You can find an unlimited amount of information on moves, expansions, and other growth opportunities through your local business journal. Bizjournals.com is a great place to search multiple cities across the US for information that is new each week. You can search by industry or by geographic preference.

- Look for the drop-down menu to find your geographical market of choice!
- The “search by industry” option is on the front page, bottom left-hand column/corner.

Google Alerts - As mentioned previously, you can use Google Alerts to “alert you” to movement in an individual company or industry.

Search Tips

IF YOU WANT	TRY THIS
To search statewide or nationwide for industry growth	wind energy + growth <i>or</i> wind energy + Nebraska + growth
To look for growth opportunities in your city	real estate development + hospitals + growth + North Carolina

Look in a specific area	Denver + growth
-------------------------	------------------------

Getting the picture? Sometimes, you will have to tweak your news alerts, but I promise that you will be amazed at the multitude of wonderful opportunities delivered effortlessly to you—right to your email!

Here are some other keywords you can try:

- Your industry or city+
- Corporate Expansions
- Mergers & Acquisitions
- Private Equity Firms
- Venture Capital Firms
- Growth companies
- Growth industries
- Fastest growing industries
- New Corporate Appointments
- Companies+Awards

If you really want to get creative, you can search “sideways” for keywords such as:

- Professional Golf
- NASCAR
- VP Facilities Management

You should be pleasantly surprised with the return of information you receive!

A Tip On Key Contacts

Generally, press releases, news articles and similar announcements of this sort will list multiple contact names to whom you should address your correspondence. However, if no one is quoted, there are a couple of quick places you can look for contact names:

- The company’s website.
- Simply Google: company name + COO (or similar title).

An Additional Tip

I would also like to add that oftentimes your **local Economic Development Commission** (just Google EDC or economic development+your city or state) will have an abundance of information on companies that are moving to your area or growing.

Some EDC sites are very transparent, while others don’t openly list corporate growth initiatives and company moves. I believe you will find, though, that as a whole, your EDC should have a

wealth of information that will benefit you—both on their website and simply through connecting with them personally.

I Found Some Great Growth Opportunities! Now What?

Here is what to do with the growth opportunities you find each week:

- When you find growth opportunities that interest you, use your own version of the letter on page 28 to connect with a decision maker with that company.
- Write a cover letter to each company stating why their particular situation impresses or interests you.
- Tell them *authentically* why you are interested in them. If they are positioning themselves to “go global” and your background includes helping companies successfully do this, tell them so. (Remember to quantify your matching successes so you can instantly pique their interest about how you can do the same for them!)
- Share in your letter that you will follow up with them in a few days to see if they would be interested in an initial conversation. Use gracious, diplomatic language to get your point across.
- Include in your letter a copy of the article you are referencing. This is important! You can also include your resume if you discern whether it is appropriate or not. What is important is that you take action to make that initial contact. If your enthusiasm is authentic they will catch that immediately and you will have maximized your potential to generate interest!
- Send your letter to someone quoted in the article. Don’t worry if they are top executives in the industry. Many professionals believe it’s not possible to connect with the top executives of a company, but in most cases this is simply not true. In fact, you can use this erroneous belief to your advantage as your approach stands to be unique to your competition!
- If a decision maker isn’t quoted in the article, imagine what position you would hold in the company and go two levels higher. Company executives are often cited on corporate websites or sites such as Yahoo Finance or Zoom Info.

A Few More Tips

- Remember to print out and send a copy of the article along with your letter.
- On the following page you will find an example of a “Value Proposition Letter that you can send. You can make your own version just remember the main points are to keep it short and focus on your quantifiable results. Stating things such as you are a leader, highly organized, hard working etc... are soft skills not attention grabbing enough to get their attention.

- Consider JUST sending your value proposition letter along with the attached article WITHOUT a resume. This way if the “gatekeeper” opens your key decision maker’s mail your letter won’t get rerouted to HR.
- If you don’t send a resume you can put a PS at the bottom of your letter directing them to view your qualifications on your LinkedIn profile or your personal website. Make sure your website doesn’t have any tacky drip marketing on it and if it does, upgrade your account so it is hidden (you don’t want anything that says: Website by WonderfulWebsiteMaker.com). On your LinkedIn Profile, remember to set up a vanity link if you include it in your letter so that the link address is short and sweet.
- Follow up with a phone call to your contact in 4 to 5 business days.

GROWTH OPPORTUNITY LETTER

ABC Company

Mr. John Wright, Partner
8132 12th Street East
Sarasota, FL 32543

Dear Mr. Wright:

I recently read in the Business Journal that your company has acquired both Wing Craft and Indian and that you will be developing both companies, working with their solid executive management teams.

As a sales management executive for a premier US manufacturer, I recently doubled projected revenue in a declining market.

My achievements include:

- ✓ Led teams to exceed annual sales revenue quota by 120% to over 200% year-over-year.
- ✓ Drove revenue \$24M in 24-months in a start-up environment.
- ✓ Discovered an untapped \$60M margin B2B e-commerce opportunity.

If you would like to achieve and sustain results like these, may we talk? My company recently restructured their operations and I am focused on a challenging opportunity, preferably in a Director role.

I will follow up with you shortly. Thank you.

Sincerely,

Your Name

P.S. I earned my MBA from Wharton School of Business. To learn more about my accomplishments please see my LinkedIn profile at:

Alternate 1:

P.S. I earned my MBA from Wharton School of Business. To learn more about my accomplishments please see my website at:

Alternate 2:

P.S. I earned my MBA from Wharton School of Business. To learn more about my accomplishments please see the enclosed resume.

One Last Tip

When you commit to taking action using this powerful strategy to easily find growth opportunities, you are making a wise investment in yourself and your career.

Make it a bold goal to find and send out a certain number of letters each week.

If you only sent out and followed up on two letters each week (which should take you only a few hours), you stand to generate MORE interest than if you answered 40 online job ads! That's right!

So make a commitment to yourself to be consistent each week—to quickly and easily move forward toward your goals.

INFORMATIONAL INTERVIEWS

Informational interviews is the secret technique that quickly and oh-so-easily gets you right in front of decision makers in the companies or industries you are targeting!

Informational interviews are 15-20 minute meetings you arrange with various professionals in order to gather information on specific industries or professional roles you are interested in.

Who can conduct informational interviews? Anyone can. If you are looking to change industries completely, of course, this is where informational interviews are going to really be valuable to you. But even if you just want to change positions within the same industry or explore a sub-industry or parallel industry, all of these instances are perfect for conducting informational interviews.

When you begin to ask your network of contacts (and even people you are meeting for the first time) for information, guidance, input, and/or mentoring versus asking for a job or knowledge of any job opportunities, your whole way of thinking about networking will change forever.

Expert Opinions

Have you ever been in a situation where you have asked someone for advice and found you could not get your friend or associate to stop talking? It's funny, but people like to talk about what they know—and they generally enjoy being asked their “expert opinion.”

So this does two things: when you ask another professional for guidance and information it makes them feel good, makes you feel a lot more comfortable using this as a job search technique, and generally results in receiving an abundance of information that will be instrumental in your job search.

So How Do I Get Informational Interviews?

Fortunately, there are multiple ways to secure informational interviews and no hard and fast rules. You can:

- Use your network of contacts to ask them if they know of anyone who might know about the industries you are exploring.
- You can simply contact a professional who is either in the position or in the industry of interest to you. This information is usually obtained through:
 - Associations.
 - News articles.
 - Press releases.
 - Corporate websites.

- Blogs.
- Social networking sites Liked LinkedIn or Twitter.
- Past or present connections in other companies.

Truly, it's incredibly easy to find mid- to senior-level leaders and managers in most companies today! You can look to their websites, ask for a referral from a friend or associate, look up a company using Yahoo Finance, look up the latest press releases using Google, or look up employees of a company using LinkedIn, just to name a few ways.

After you have gathered a few contact names, you can call them for an informational interview. Again, these are no-pressure interviews during which you essentially interview them about their position and/or industry. Your goal is to garner some valuable feedback and mentoring (remember, most people LOVE to be interviewed like this!).

PHONE SCRIPTS YOU CAN USE FOR NETWORKING AND SECURING INFORMATIONAL INTERVIEWS

Calling a Networking Contact—Someone You Know

“I have stepped back and looked at my career for the past 6 months and I have determined a few industries I believe would be a good fit for me. They are _____ and _____.

Do you know anyone in those industries I could talk with for a few minutes to get some mentoring as I continue to research these industries?”

Calling a Networking Contact—Someone You Don’t Know

“Hi _____, this is _____ (use your full name, title, and company you are with if you can).

I am calling because I am confidentially researching two industries right now for a potential future career transition.

Would you be open to setting a 10-minute meeting where I could garner your expertise on the ___ industry?”

TIPS FOR NETWORKING AND INFORMATIONAL INTERVIEWS

The right approach:

- Friendly
- Informal
- Don’t over-talk
- Speak peer to peer or executive to executive
- Network: Can you help me? May I “interview you” as the expert in your industry?

Keywords and phrases that make a BIG impact:

- I would be very grateful for any mentoring you could give me.
- Is there any way I can return the favor of your time and expertise?
- I would love to garner your expertise on _____.

Keywords and phrases to avoid:

- I am looking for a job.
- Do you know anyone who may be looking to hire?
- I am looking at hiring trends and want to talk with you...



Questions You Can Ask in an Informational Interview

Once you have secured an informational interview, you are going to want to have a list of questions you can ask in this meeting. You will most likely have many authentic questions of your own to ask.

Here are a few more to fill out your meeting:

- What advice would you give to someone exploring the ____ industry?
- In your opinion, what personal qualities are important to being successful in this job?
- How did you get into (or learn about) this kind of work?
- What are the latest products (or services) in the ____ industry?
- Is there a demand for people in the ____ industry?
- What opportunities are there for advancement and what is required?
- What are the basic prerequisites for jobs in the ____ industry?
- Which professional journals and organizations would help me learn more about the ____ industry?
- How do you see me in an industry like yours?
- What are the salary ranges for various levels in this field?
- How do you see jobs in this field changing in the future?

If you are already in your industry of choice and are utilizing informational interviews to expand your networking and potential opportunities, then questions such as the ones below might be appropriate:

- In your opinion, what are the trends that you see affecting our industry in the future?
- What do you see as our industry's biggest challenge for the future?
- Are you particularly impressed with any companies in our industry right now and, if so, why?
- What emerging technologies (as they relate to our industry) have you been interested in or impressed with?

A key tip to master this tactic is to keep your focus completely on them, not on you.

Notice the above questions always say *your industry* or *our industry* rather than *your company*.

So, am I looking for a job opportunity or not?

No. At this point you are looking for information. However, this information *will lead* you to your job opportunities.

The number one mistake job seekers will make when they are using this technique is that they act as if they were looking for a job.

To avoid making this mistake, give yourself a break from job hunting and just allow yourself to enjoy uncovering an abundance of information from an industry insider.

Key Benefits of Informational Interviews

- You will discover key information on the industries you are interested in.
- You will be connecting with a valuable contact.
- You will glean information on additional companies and people you can and should speak to.
- You do not have to ask if they know of or have any open positions! If your contact knows of any opportunities with their company or another company—they will most likely tell you.
- It takes a lot of pressure off of you, the job seeker, and puts you in the power seat . . . controlling your job search vs. letting your job search control YOU!

In other words: The more attractive, astute, thoughtful, professional, and enthusiastic about exploring possible avenues of your career path you are, the more attractive and impressive you become to those from whom you ask for guidance.

The more you put yourself in this position, the MORE people will bend over backward to help you and offer you (probably more) information than you had originally hoped for!

Just try it ... it works and it's easy!

Keeping Your Network Pipeline Full

At the end of each informational interview, be sure to ask the interviewer if he or she knows anyone else you can talk to. This keeps your pipeline full of new people who can continue to fuel your job search possibilities.

What to Say at the End of Your Informational Interviews

“_____, thank you so much for your time today, I really appreciate it.

As I was sharing with you before, I am looking into particular industries: _____ and _____.

As I continue to gather research, may I ask if you know of anyone else I could speak with just like we are talking now?”

UNIQUE AND CREATIVE WAYS TO FIND AND CAPITALIZE ON HIDDEN JOB OPPORTUNITIES

Using your creativity to find unadvertised opportunities can mean enjoying BIG payoffs! Here are a few additional ideas:

- Is one of your top companies a sponsor for a big upcoming event in your city? How about volunteering to help with that event? I bet you would find other volunteers from your company of choice there to network with.
- Is one of your top companies a chamber of commerce member? They probably have a representative at local chamber functions, too.
- Find out what causes and non-profits your top companies support. This could be useful information on several fronts. You, too, may support the same organizations and/or you may get involved and network with employees through various events. This type of information is often found on a company's website.
- Business/Social networking sites like LinkedIn is a great place to connect with people who work at companies in which you are interested. LinkedIn also has a very wide range of groups from alumni to geographic to functions and interests. You can subscribe to join and meet other LinkedIn members through these groups. This is also a great way for executive recruiters to find you.

STRATEGIES EXCLUSIVELY FOR SIX- AND SEVEN- FIGURE EXECUTIVES



There are several “best methods” that I recommend for executive-level job seekers. These are primarily:

- **Top retained executive recruiting firms.**
- **Venture capital firms.**
- **Growth opportunities.**
- **Direct mail campaigns.**

Retained Executive Search Firms

For a variety of reasons, VP positions, C-level positions, and all other high level positions are often farmed out to executive recruiting firms. These recruiters are paid 15% to 30% (by the company) to find generally 2 to 4 qualified candidates that they can interview for each executive position.

Retained and Contingency Firms

Typically, the firms you will be contacting will be retained firms—meaning they secure retainers by their client companies to begin their searches. Firms that work on contingency are paid fees by their clients contingent upon their client hiring one of their candidates. Many firms offer both retained and contingent searches. When I ran my own recruiting firm, I offered both to my client companies.

When Connecting With recruiters Makes Sense For You

If you have ever worked with a recruiter before you know that he or she is primarily looking for someone who matches the qualifications given by their client companies. The exception to this rule can sometimes be in the results the executives have produced in their previous positions.

For example if you are a CIO who helped your technology company “go global,” you very well may be an attractive candidate to a recruiter who is looking at candidates with that kind of background, but in a different industry.

You may find *some* opportunities such as this; however, the general rule is that recruiters (like human resources) will be looking to match exact qualifications because that is what they are paid to do by their clients!

Top executive search firms are well worth contacting. If you are in operations, you will want to get your resume in the hands of every firm that places top operations executives. If you are in healthcare you want to get your resume to all of the firms that specialize in healthcare, etc.

When NOT to Invest Your Time Contacting Recruiters

If you are making a radical career change, recruiters are probably not worth talking to. An example would be if you have been a division president for a large restaurant chain and you decide, for whatever reason, you want to work in the commercial real estate market. In this situation, a recruiter is probably not going to see much value in your resume.

Other reasons a recruiter might find you a less than ideal candidate:

- Too many jobs in the last ten years.
- Too many industry changes.
- Poor academic background.

Of course there are always exceptions to these general parameters, and the above situations certainly do not mean that you actually are a bad candidate—they just mean that in a recruiter’s world, he or she might have a hard time selling you to client companies because those companies feel they are paying that recruiter to find exactly what they want. It is not fair or even completely accurate. It is just the way the industry works.

So, Where Do I Find All These Recruiter Firms?

If you are a do-it-yourselfer or you are highly specialized, you may be able to find recruiters in your industry yourself. Right now you probably know of one or two you have talked to throughout the years. You will find sources for free recruiter searches in Chapter 8—Career Resource Rolodex.

Here are two other exceptional options:

If you make over \$300K+, I really like <http://www.ritesite.com>. John Lucht (a past top recruiter for one of the most prestigious executive recruiting firms in the world) offers an affordable program to find and connect with key recruiting firms. For \$94 to join, you can access their recruiters who are "100% retained."

[I offer this service](#) and you can find more information here if you are interested.

Email Distribution to Recruiting Firms: This is an exclusive customized distribution system to thousands of recruiters via email. Unlike many other resume distributors, we don't copy and paste your resume into the mail. Each resume is attached in Microsoft Word so the formatting is maintained and each letter is custom addressed to the recipient. Typical distributions go to 1,000 to 3,000 targeted recruiters. Through extensive research and proprietary software development, we have amassed a list of more than 18,500 recruiters and 3,200 venture capital/private equity contacts nationwide, including industry leaders Spencer Stuart, Heidrick & Struggles, Boyden World, DHR International, Egon Zehnder, Crist Associates, Korn/Ferry, Russell Reynolds, and Stanton.

VENTURE CAPITAL FIRMS

You may find it quite beneficial to connect with venture capital firms that specialize in investing in your industry or area of expertise. Here are some additional reasons where connecting with VC firms may be a wise move for you:

- If you wish to be, or are, an interim executive.
- If you specialize in turnarounds.
- If you specialize in start-up companies.

How do you find and connect with VC firms? There are avenues of information you can find using sources such as:

- [Search.com](#)
- [Topix Venture Capital News](#)
- [vFinance, Inc.](#) (fee of \$1.00 per listing)
- [Private Equity/Venture Capital Distribution from The Career Artisan](#) - Email distribution to over 3,200 venture capital/private equity contacts nationwide. Key contacts in these firms often know of non-advertised job and consulting opportunities for executives.

However, much like recruiter lists, you may find it quite labor intensive to research and connect with these firms yourself.

Hiring someone to research your industry of interest and send your résumé and cover letter out for you is a much better investment of your time!

GROWTH OPPORTUNITIES

Finding and capitalizing on appropriately sized growth opportunities is an excellent strategy for many executives. Here are a few executive-level benefits:

- It puts you in the driver's seat (you are in control).
- It can quickly position you for trust and respect.
- It allows you to connect with other senior-level decision makers.
- Because you set the tone and pace for leadership and control, it often leads to bigger offers.
- The obvious advantage of sidestepping an executive recruiter who stands in between you and your corporate contact (and who the corporation would otherwise have to pay tens of thousands of dollars to, in order to hire you).

You can choose your method of approach and resources for growth opportunities using the tools and strategies outlined in Chapter 5.

DIRECT MAIL CAMPAIGNS

There are just a handful of companies in the US that specialize in six- and seven-figure direct mail campaigns.

Classic direct mail is simply sending a letter (with a stamp, not email) directly to the decision makers most likely to hire you.

Here is the basic approach:

1. Development of a value proposition letter specifically for the decision makers you're targeting.
2. Targeting the high-growth industries and locations where demand exceeds supply.
3. Generation of a maximum-precision mailing list of the decision makers (Presidents and CEOs) within your target area.
4. To “interview while you sleep,” make a reference in your letter to a website that includes your resume, testimonials, volunteer activities, and a video clip.

Classic direct mail is not inexpensive, but it is an excellent way to pique interest and get key decision makers to call you.

Companies that run and manage direct-mail campaigns for executives say that it's the #1 way to reach the decision makers who might want to hire you and it's both polite and practical. It fully leverages you to your exact target market while minimizing the upfront work most professionals must perform in their job searches.

What are the stats? Well, it typically requires about 3,000 letters per \$100K in salary to give you an 85% chance of success in 90 days. Those are very powerful and compelling statistics! However, I have seen many of my client's have success with much smaller distributions too.

LINKEDIN FOR EXECUTIVES: TIPS VPS TO CXOs MUST KNOW TO LEVERAGE THE POWER OF LINKEDIN

The Mindset

Each week I talk with senior-level executives about their career needs and invariably the subject of LinkedIn always comes up. The conversation usually goes like this:

Me: So, how is your LI profile? Do you get many job opportunities coming to you through LI?

Them: Honestly, my profile is just sitting there. I have a fairly good network, but I don't really see much action from it, and don't really know how to change that.

-or-

Them: As COO of a billion-dollar company, I often wonder what I should be doing on LinkedIn—if anything—being so highly visible.

Your Audience

To begin making decisions about LinkedIn you must first have a clear vision of your audience. Who is your audience? Let's look at it this way: If there were no obstacles to your next ideal career position, and that position was located in a pond, what kind of fish would be in that pond? Those fish are your audience.

Are your fish private equity firms? Top retained executive search firms? Fortune 500 technology companies? Fast-growth, mid-market companies in the (fill in your blank) industry? Presidents of security technology firms? Maybe a combination of the above?

Do you want or need to stay in your geographical location? Then limit this list to your geographical preference (minus the recruiters and PE firms – they have holdings/clients all over and are not geographically tied to their own physical location).

Your Goals

You need to fish where the fish are, so get your driving motivators down—including your industries of choice—and make sure those industries are growing, stable, or at least not in decline!

Your Platform

Social networking (for business) is a very effective advertising medium that makes it easy for **you to reverse engineer your job search by connecting to your audience**. Initially your only interest should be in connecting with them. Nothing else. This is the first and most important step!

Why Reverse Engineer Your Search?

Because if you make \$250k and up per year, only 10% of open jobs at your level are posted on the Internet.* Most executives think, “Well, that is why I depend on recruiters.” But the other 90% of jobs at your level are not held by recruiters. MOST are filled BEFORE a company has to hire a recruiter to find you. Let’s let that sink in for a moment...

LinkedIn is a platform that helps you cut the middleman out in many cases and can put you in direct contact with a key decision maker. In other words, you can be the leader you ARE—even in your job search! And I know that is where you are most comfortable. LinkedIn allows you to retain your leadership role, and control your own personal job transition, many times without having to be at the mercy of a chain of predetermined screening events with built-in competition.

The Bottom Line

If you are a top executive, the name of the game is threefold:

1. Connect with key players.
2. Keyword optimize your profile so that when people find you and want to pitch job opportunities your way, your profile is already aligned with your greatest preferences.
3. Use LinkedIn to develop thought leadership.

Let’s break down how these top three steps can be achieved:

Join Groups in Order to Connect with Key Players

There are tens of thousands of groups and group forums on LinkedIn. Forums give you an instant audience in a particular industry, networking group, alumni group, recruiter group, company, or geographic area! Currently, you can join up to 50 groups.

Search for groups on LinkedIn using the search bar at the top of your profile, and pick those groups that are most relevant to you. If you are a CFO in the airline industry, you might use keywords including CFO, Airline Executives, Financial+Aviation, etc...

Once you are accepted into a group, you can pose a question, post a news or blog article, or check out new career opportunities in the jobs section of the group.

But your most important priority, once you have joined LI groups, is to scroll through the member listing and invite key players and recruiters to join your network! Your reason for doing so? Because you are both members of the same group!

Why do this? Because you need to be in someone’s first-, second-, or third-degree network if you’re going to show up in their search results when they are looking for someone like you! In

just minutes a week, you can check out the member listings for your groups and email select members to quickly and strategically grow your network.

To do so, check their profile for an email, then click the connect button and choose the “Other” option. Your message to whomever you wish to invite is simple: We’re in XYZ group together and I want to invite you to join my network! No need to include a greeting, since LinkedIn does that for you.

In the event that you can’t find an email, you can also directly message that person and ask them to connect with you or ask a fellow group member to introduce you. A third way (and the way I do it) is to check off the “Colleague” button so you can send them an invite directly.

Some will say you must know the person to use the “Colleague” option (including LinkedIn); however, I am of the school of thought that if you and I share a group together and I want to invite you to join my network, the fact that LinkedIn forces me to say you are a colleague in order for me to send you an invite is more of an “oh well, okay” situation. But that is me and just my personal opinion. What you decide to do is up to you and what you feel most comfortable with.

If the group you join is job search-related—or you are joining groups outside of your industry and you are concerned that you might inadvertently reveal the identification of your current company—you will want to hide the group icon so that it does not show up on your profile. You can easily do this in the group preferences settings once you are accepted into the group.

Become a Thought Leader Using LinkedIn

Wondering how to use the LinkedIn Activity Feed at the top of your home page? Articles you can post regarding those things that are relative to thought leadership include:
Info on a great career/leadership book you just read.

- A picture of you with the keynote speaker at a conference or seminar you recently attended.
- Links to one of your blog posts or an interesting career-related article you just read or were quoted in.
- A photo of your volunteer service—running a 5K for a cause, for example -or promotion of any other cause about which you are passionate.

Once or twice a month is all you need to keep you top of mind with your network and solidify your branding and professional perception.

Bonus Tip On Privacy

We all assume some risk when we put our information online. You can adjust who sees your network and activity feeds in the LinkedIn settings section of your profile. For example, if you

are concerned about your employer being able to see what you are doing on LinkedIn or knowing about your connections, simply set these to private.

There are many other ways to use LinkedIn to benefit your business, career, or consulting business. These are just a few. Find more information and step-by-step strategies here.

BONUS #1: CAREER RESOURCE ROLODEX

In order to easily identify areas to find and capitalize on the unadvertised job market, I have provided you with multiple websites, companies and other resources for research in each chapter.

Below, you will find a full list of resources you may use and enjoy. I have purposely created this resources list to only include those resources I have found to be the most useful and beneficial.

Although I cannot guarantee the outcome of any experiences you may have outside my own company, the people who I have listed below have excellent industry reputations, of which I have firsthand knowledge.

Research Firms

- [Hoover's Online](#) - search for company information at no charge or order detailed company reports for a fee.

General Job Search Resources

- [Riley Guide](#) - The TOP online resource that I love! The Riley Guide introduces you to the online job search, listing many useful online sites and services.

Job Search Tracking

- [JibberJobber](#) - A Web tool that complements our entire program. Use JibberJobber to manage your networking efforts, keeping track of the actual relationship, as well as tracking target companies, managing the status of each job you apply to, your various networking and interview communications (elevator pitch, etc.), and more. Sign up for a free account and consider upgrading, especially during your job search.

C-level Resources

- [Change Leaders, Inc.](#) - Specializes in Board Development, CEO Coaching, and Executive Team Development. We make successful senior executives and their teams better. **Includes over 600 C-level resources.**

Top Retained Executive Search Firms

- Korn/Ferry
- Heidrick & Struggles
- Spencer Stuart
- Egon Zehnder
- Boyden
- Russell Reynolds
- Christian & Timbers

Executive

Recruiters—Free

- [Online Recruiters Directory](#) - Free directory of recruiters, search firms, and more. You can submit resumes to the recruiters, search consultants listed, but you cannot get any contact information for a follow up, not even a website. However, it is a good place to do some preliminary searching.
- [The Association of Executive Search Consultants](#) - A worldwide professional association for the executive search and leadership consulting industry, representing retained executive search consulting firms around the world.

Executive Recruiters: Fee-Based Resume Distribution

- [RiteSite.com](#) - I highly recommend this one year membership IF you are an executive who is NOT looking to make a drastic industry or position change (this would not be appealing to the recruiters you would be visible to).

Interim Executive Opportunities

- Executive Recruiters who have specialized practice areas for interim executive placement.
 - [Heidrick & Struggles](#)
 - [Russell Reynolds](#)
 - [Spencer Stuart](#)
 - [Spherion](#)
- Leading Interim Management Firms
 - Largest International Firms (with US Presence)
 - [Brooklands Executives Limited](#)
 - [BIE Interim Executive](#)
 - [KMC Interim Executive](#)
 - Smaller Firms
 - [MarCom Placements](#)
 - [Larta Institute](#)
 - [MarketPro](#)
 - [Sequel Management](#)
 - [Executives Unlimited, Inc.](#)

Executive Job Boards

- [Netshare, Inc.](#)
83 Hamilton Dr., Ste. 202
Novato, CA 94949
(800) 241-5642
netshare@netshare.com

Netshare, Inc. is a membership-based organization dedicated to providing executives and professionals across all disciplines and industries, with quality \$100K-plus job listings, networking opportunities, and a community of peers for the exchange of strategic information related to job search, professional development, and best practices.

**Netshare has a great reputation in the industry and they are known for their individual attention, networking opportunities and executive level member-only access job board.— M.E.B.*

Entrepreneur and Consulting

- [ChangingCourse](#) - Helping thousands of people realize their dream of going from having a boss to being their own boss by learning how to turn their ideas and interests into income. The mission of Changing Course goal is simple really: To give my customers the tools, information, ideas, and support you need to create a more satisfying and balanced life doing work you really love . . . on your own terms.

Management Consulting

- [QuintEssential Careers](#) - Great articles and resources.

Consulting Firms

- [McKinsey & Company](#) - Hands down, the **most selectively elite** firm in the field and possibly across any given industry. The lore is that they accept less than 1% of their 50,000 annual applicants. However, they pride themselves on their diversity, so if you have an advanced professional degree or if you've spent the past few years working in Nepal for a mountain-climbing Web start-up, you may have an edge at landing an interview.
- [Booz·Allen & Hamilton](#) - This firm describes itself as a "management and technology consulting firm focused on business strategy and transformation." This means that they do **other consulting besides strictly strategy work**. Booz tends to be a bit more **mature** than some of the other firms, with most of its incoming recruits holding MBAs rather than Bachelor's degrees. This does allow for post-undergrads to stand out in the firm, though.

- [Bain & Company](#) - Bain is a global strategy consulting firm (are you seeing the similarities between these firms manifest themselves yet?). They tend focus on strategy work and are a **younger-oriented firm** than Booz·Allen. They hire a lot of recruits with **both MBA and Bachelor's degrees**.
- [The Boston Consulting Group](#) - BCG is similar to Bain in many ways, notably the similar age of recent-hires. BCG brands itself as a bit more **creatively minded**, however. Eccentrics can stand out here, as long as they have some structure and precedent for backing up their crazy ideas.
- [Andersen Consulting](#) - Being the **biggest firm in the industry** brings with it a lot of structure and training and Andersen has often been lambasted for **overtraining** (brainwashing) its employees (droids) with the company's ways of handling given issues and problems. Whether or not you subscribe to the criticism, the company offers some of its youngest consultants the option of sticking around for a few years beyond the typical consultant's two-year pre-MBA stint.
- [PriceWaterhouseCoopers](#) - PWC is **one of the largest firms in the field**, but management consulting is only one part of their service and industry offerings. The firm is similar in many ways to the Andersen experience (both firms have similar background), but different in many ways as well. PWC offers **excellent perks** (nice restaurants, the best hotels, a slave-like service where for a few dollars an hour, you can have someone sit in your house and wait for the cable man), but the **salary is at the low end** of the spectrum for the industry (low 40Ks).

Telecommuting, Flex Jobs and Work at Home Resources

- [Quintessential Careers](#)

Salary Resources

- Economic Research Institute
- Salary.com
- PayScale Human Capital
- JobStar Central

Job Aggregators

(My favorite for US jobs is [indeed](#), but here are several additional biggest/best.)

USA

- [DiversityJobs](#) (Latpro)
- [Eluta.ca](#) (Mediacorp Canada)
- [GO Job](#) (Jon Duarte)

- Indeed.com (VC backed, JobsInTheMoney.com founders)
- Jobalot (EmploymentGuide.com)
- Juju (Juju, Inc.)
- Jobster (VC backed)
- Oodle (all classifieds)
- TopTechJobs.com (Net-Temps.com)
- [Simply Hired](http://SimplyHired) (VC backed)
- TopUSAJobs.com (JobsInLogistics.com)

Asia

- Recruit.net (covers Asian countries)

Europe

- Jobbörse.com
- Joboter
- JobRapido
- JobWindow

Best Social Networking Sites

- LinkedIn (My personal favorite.)
- [Ryze Business Networking](http://RyzeBusinessNetworking)
- SunZu

The Coolest Geographical Research Tool!

- [Sperling's BestPlaces](http://Sperling'sBestPlaces) - Provides data on thousands of metro areas, cities, and neighborhoods.

BONUS #2: 10 SIMPLE STEPS TO ACHIEVING JOB SEARCH SUCCESS

These ten steps are your guide to a successful job search! I recommend printing it out and putting a date next to each step—identifying the goal of when you would like each step to be completed. This allows you to see and celebrate your achievements as you quickly move forward!

1. Your Vision. Your Focus

Write out your goals and your vision for your future! Better yet, you can even create a “vision board” which details your “vision” for your new job! What you are doing, where it may take you, and what it means for you and your family can all be included.

My vision board is hanging in my office right where I can see it. It includes photos, testimonials, and handwritten key phrases and goals! It keeps me on track and motivated!

2. One-, Two- and Three-Year Milestones

Where do you see yourself professionally at each of these milestones? My milestones have to do with how much money my business makes and the kind of products I want to introduce each year to offer my clients.

3. Your Brand

What do you love to do? What excites you, and what are you doing when you are at your best? Once you have identified your “brand” you can “market” yourself authentically!

4. Your Driving Motivators

What are your bottom-line needs that you have to meet in order to make your next career move? A different position, more money, more work-life balance? List your top three.

5. Choice Company

Describe the kind of company or business you envision yourself in—list all the components that are important to you!

6. Value Proposition

What positive results do you bring to your employer in your position, and what problems do you solve? List 25 so you can become really clear on your value and make sure you communicate these in your resume!

*Tip: your value proposition also includes your career achievements. See my easy guide to creating yours to complete this step. Your career achievements explain what happens when you do what you do—so make sure you quantify \$\$ %%% wherever you can!

7. Four Ways to Penetrate Your Market

Based on your career goals, list the four main ways you are going to penetrate your market. They can include recruiters, associations, direct contacts, job ads, and networking or growth opportunities to name a few.

8. Your Resume and Cover Letter Template(s)

Of course you are going to need a really well-done resume and cover letters ready to go! Double check grammar, send out on resume grade paper (use white or ivory, please), and if answering online job ads—check into having one version of your resume converted to ASCII text.

9. Your Network of Contacts

To help you reach your goals—you will want to list your network of contacts! Because you are not asking specifically for a job—rather you are researching particular industries—you don't have to “edit” your network! These people could include family, friends, colleagues and, my favorite, people in the service industry to whom YOU give business!

10. Your PLAN

A calendar that outlines the days and times you will devote to your career search and specifically what activity (see #7 the four ways you will penetrate your market) will be your primary activity for that day. This will guarantee that your approach will cover a variety of different strategies while still keeping things simple and organized! At the end of each week, write down your BOLD GOAL for that week. This will keep you motivated and moving forward!

BONUS #3: NAVIGATING THROUGH THE HIDDEN JOB MARKET

8 Common Pitfalls and How to Avoid Them So You Can Move Confidently and Purposefully Forward Towards Your Goal

When you are setting up a turnkey job search campaign and trying to tap into the hidden job market, you may happen upon some hurdles that can stop you in your tracks, shake your confidence and cause you to doubt yourself or tempt you to settle for much less than you know you deserve. Here are 8 common pitfalls and how you can avoid them:

Pitfall #1: Thought Paralysis

Find yourself talking your way out of multiple potential opportunities? You may have job search thought paralysis!

This can lead to hours of heavy contemplation and internal dialogue concerning each move you make in your job search.

Soon hours turn into days and days turn into weeks!

Don't fall for negative internal dialogue! No one can know what company is hiring internally and you can't read the minds of potential employers.

Countless times my clients have told me that their incredible job opportunity came from the most surprising place or out of the most unique circumstances.

The solution: if in doubt – send your resume anyway.

Pitfall #2: Fear

Bill Briggs was the first man to ski Wyoming's Grand Tetons. His friends told him it was impossible and he was crazy. On top of that Bill had a surgically fused hip. He knew he would have to reckon with cliffs thousands of feet high, falling rock and potential avalanches.

Regardless he took the challenge. Bill stated simply: "If there is no risk there is no adventure. Adventure is a part of life."

Your career – and certainly the wild ride of changing jobs is indeed an adventure and one that makes demands on your virtues, including bravery.

It is worth giving your job search 100% simply because you are worth the job you want.

How do you get through the fear? By facing it head on. Break the inertia caused by fear with action. Make a list. Do at least one thing right now. Do two more things tomorrow. Three simple steps will get you traction and lead you quickly and positively to more action.

Pitfall #3: Perfection Paralysis

Feel like everything must be perfect before you can move forward? This is a common pitfall that can stop your job search before it even begins.

Your goal needs to be progress not perfection. Although this might not be your motto in other areas of your life, when it comes to your job search, the key is implementation.

One client said to me once regarding making follow up phone calls: “I just can’t get it right.”

Of course we all need a solid and effective phone script, but the secret isn’t in getting it right as much as it is *just getting it done*.

The best way to move forward is to make a list regarding whatever project you are working on. Make a detailed list of each step you need to take. Now make a note of what tasks you can do, what tasks you don’t know how to do and what tasks you know how to do but don’t want to do. Now you can figure out what you can start on right now, what you need to farm out to someone else and what you need to hire someone to help you with.

Pitfall #4: Doing Everything Yourself

Not knowing how to do something often acts like quicksand and can stop your whole job search in its tracks.

Conducting a job search involves a lot of little parts and pieces and one of the reasons why it is so tempting to fall back on job boards is because it has a system. You do A, B, and C and then you’re done. And you feel like you have at least done something.

To avoid this you must make what you know you should be doing manageable. You must create a system so that your job search is turnkey.

There is also the mundane tasks that are associated with a job search. Have you ever figured out how much you make by the hour? If you make around 100k per year at an 8-hour a day / 5-day work week you would be making about \$48 per hour. So, if you spending hours and hours trying to rewrite your resume yourself, printing out resumes and licking envelopes you need to ask yourself: are these tasks worth \$48 an hour?

Sub this energy draining work out! Hire a resume writer. Go to InstiPrints, hire a virtual assistant or your own teenager and get them to help you with the administration for a third of the cost of you doing it yourself.

This way you can concentrate on the big payoff activities that are worth your salary.

This will ensure that these important tasks get done and you stay motivated!

Pitfall #5: Not Being Open to Try New Job Search Methods

In this job market you are going to have very little success if all you do is answer a handful of posted jobs.

My clients who are having success right now are the ones that are using direct mail programs, learning how to research and use strategies to tap into the hidden job market (actually quite easy) and learning about social networking.

Pitfall #6: putting all your eggs in one basket

I worked with a client once who secured three interviews a week after I sent this client her final resume copies.

She was so excited and I was excited for her. But when I asked her how her job search strategies were going she said she was just waiting for her immediate interviews to pan out before she did anything else. Though I encouraged her not to do this, her mind was made up.

Six weeks later all three potential job opportunities fell through and my client was left with an empty basket and the daunting task of starting all over again from scratch.

Moral of the story: keep your pipeline full and your job search activities consistent until your first day at your new company.

Pitfall #7: No Strategy

In order to be successful in your job search, you have to have a foundation of basic goals and a clear understanding of your driving motivators.

If you don't, you aren't going to know what to focus on or where to best invest your time and energy.

I have worked with job seekers who when they first came to me shared that they had been in "I'll know it when I see it" job search mode for over a year with nothing to show for it.

So, know what industries you are targeting and why, what your salary goals are, your timeframe and your basic game plan before trying to move forward. You'll be so glad you did!

Pitfall #8: Work/Life Imbalance

You can't job search 8-hrs a day. Well, you can but if you do you will probably be feeling drained and burnt out in no time at all.

During a job search you will most likely be experiencing more stress than normal. So, it's important that you take better care of yourself and take more time off than perhaps you are accustomed.

This isn't a luxury! It's actually a vital part of your successful job search.

Eat right, get plenty of rest and do plenty of those things you love to do. This way you will have plenty of energy for creativity and strategy. You will be rested, clear-headed and enthusiastic in your job interviews which will make a positive impression.

So, if you see yourself in any one of pitfalls, take heart and use these simple techniques to break through the hurdles so you can stay focused and confident as you move toward the career opportunity you really want.

CONCLUSION

Navigating through the waters of a job search can be challenging, to say the least.

It is difficult to know just what methods work or why certain seemingly popular job search methods don't work. And it is unfortunate that many professionals must invest their time to find this out on their own (i.e. the hard way), often wasting precious time and energy—not to mention expending their creativity and enthusiasm in the process.

It is my sincere hope that the information contained here helps you successfully adopt the most up-to-date and effective strategies into your own job search so that the goals you have for yourself might be fully realized.

A successful job search depends on many different components: a well-written resume, a targeted job search, the talent and timing of the individual conducting that job search, the health and vitality of the targeted market and so on. Knowing this seems to just compound the question of “what really is a successful job search?” Is it the job that falls in our lap or a time when we just get really lucky and find ourselves in the right place at the right time?

However you choose to look at it, there is no doubt that cutting through erroneous and superfluous information in your job search is one of the smartest and most effective moves you can make. It preserves the enthusiasm and the energy you need to focus on a search that produces multiple interviews with key decision makers in quality companies attractive to you. This, of course, is ideally followed by multiple competitive offers.

I wish you much success in your job search endeavors and hope I have provided some inspiration as well as specific strategies, techniques and resources!

ABOUT THE AUTHOR

Mary Elizabeth Bradford, CARW, MCD

Author, speaker, Certified International Master Career Director, Internationally Certified Advanced Resume Writer, and past president of The LYNN Group Executive Recruiting Firm, Mary Elizabeth Bradford is a career-services industry expert and is known as “The Career Artisan.” She has 16 years’ experience providing expert career coaching, marketing, and branding for the mid- to senior-level job seeker.



Her resume and job search coaching “packages” help professionals all over the world secure more interviews, get bigger offers, and land the jobs they want. To date, she has coached over 600 professionals through their entire job search and now devotes her time to showing jobseekers the quickest and easiest ways to land great interviews and offers . . . by tapping the hidden job market and going directly to key decision makers.

She has designed resumes for nearly 1,000 professionals worldwide and completed more than 4,700 hours of “virtual” coaching.

Mary Elizabeth is the author of e-books: “Secrets of the Hidden Job Market . . . Revealed!” and “Phone Networking Secrets Revealed” and the new Career Artisan Series—Guide for the Perplexed. She is the publisher of the bimonthly ezine, *The Career Insider*. Her e-books have been lauded by both clients and colleagues as “powerful,” “comprehensive,” and “highly effective.” Her articles, ezine, and e-books have motivated and inspired readers in numerous print and online publications, including multiple law and business journals, including The Wall Street Journal and Business Week.

She regularly leads coaching programs and teleseminars, lighting the way for job seekers who want simple yet powerful systems for reaching their job search goals.

Mary Elizabeth is a member of the highly esteemed Career Directors International (CDI) and is one of only 10 recipients worldwide of their “**Master Career Professional Lifetime Achievement Award.**” She has served on multiple CDI committees throughout the years. She also obtained her certification as an **Internationally Advanced Resume Writer** and **Master Career Director** through CDI.

WANT TO LEARN MORE?

Mary Elizabeth Bradford's e-books, programs, and products enable job seekers to increase their salaries, enhance their market appeal, and achieve results in their job searches... working *smarter*, not harder.

[FREE Ezine: The Career Search INSIDER](#)

In this FREE bimonthly ezine, Mary Elizabeth shares the most successful career search techniques written in a simple how-to format. These are the same techniques that help her clients move into their ideal careers, win more interviews, and get bigger offers! (A \$70.00 value)



You will learn:

- How to create interest from companies you want to hire you.
- Which markets are growing (and hiring)!
- How to simplify your job search and get more done in less time.
- How to create an interest-generating resume.
- Proven job search strategies that really work.
- Which steps to take (and which ones to skip) when you are changing careers.
- How to confidently use interview and negotiation techniques that significantly increase your income.
- . . . and any more ideas to help you secure the job you want!

PRODUCTS AND SERVICES FROM THE CAREER ARTISAN

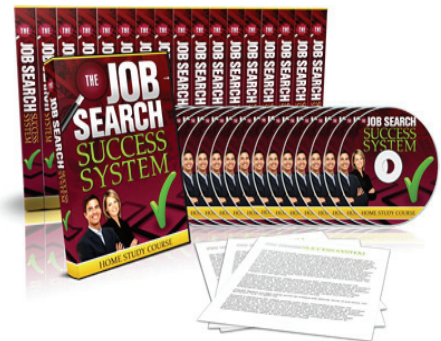
Resume & Cover Letter Packages

Professionally written resume + job search coaching = success! My clients enjoy shorter turnkey job searches, higher quality interviews, and bigger salaries . . . and you can too. There is no better value in the market today-and my services are backed with a money-back guarantee. I even offer an easy payment plan! This package is a tremendous value!



The Job Search Success System

Mary Elizabeth has shown hundreds of professionals at all levels how to land their ideal job in less time while maximizing their compensation, and she wants to share this vital information with you too! Learn how to easily set up a turnkey plan to find positions perfect for you in a current or new industry, tap into the hidden job market, use Internet techniques to research companies and industries, overcome job search challenges, and much more. You will have access to step-by-step coaching audios and corresponding worksheets that are yours to download and keep in your business library so you can use them throughout your career.



Career Power Strategy Sessions

Get instant access to these digital products (with attached tip sheets and scripts included) to quickly help you optimize your job search. These are online products for you to download, keep and learn from at your own pace. Each powerful, prerecorded coaching session is 50-minutes and provide solutions for your most critical career how-to's, including:



- How to Optimize LinkedIn to Pull Career Opportunities to You
- The Value Proposition Letter: How to Write the Most Powerful Cover Letters on the Planet
- What Companies Look for in Your Resume and Secrets to Making Your Resume Sizzle!
- The Secrets to Interviewing and Negotiating
- Executive Strategies for Tapping into the Hidden Job Market
- Savvy Networking Secrets for Executives
- Why and How to Establish Thought Leadership in Your Industry
- Executive Job Search Insider Secrets: Working with Executive Recruiters