

# The Eight Elements of a Successful Job Search

---

*Strategic Customer Solutions, LLC*

## **Resume**

The resume is a marketing brochure about you. It should say who you are , what you can do for a potential employer, relevant experience, accomplishments, credentials and education.

## **Goal Statement**

Written and clearly defined objective of your job search goal that includes what is important to you (target date, job title, compensation package, location, company size and company culture).

## **Situation Analysis**

A written assessment of your personal strengths, weaknesses, opportunities and threats along with external factors such as the socio-cultural, technological, economic and political environment in which you function.

## **Personal Skills Assessment**

Detailed list of your talents and know-how.

## **Personality Profile**

Myers-Briggs analysis of leadership style, communication and decision making preference.

## **Professional Network**

Depth and breadth of your professional network that will help you get access to the hidden job market and also advise you during the search.

## **Job Search Plan**

Based upon your goal statement and the strategies that you will follow to achieve your objective. This is a detailed and documented plan-of-action with milestone dates and weekly goals. This is the roadmap for achieving your objectives.

## **Job Search Skills**

- Interviewing skills
- Internet search methods and tools
  - Zoominfo to research companies
  - LinkedIn to find hiring executives
  - SuperPages to find field office phone numbers
- Networking techniques and protocols
  - Identify appropriate events

- Marketing & Branding using social network sites
  - LinkedIn
  - Facebook
  - Twitter
  - Plaxo

## Important Websites

- **Colorado Networking Event Finder: Colorado Networking Guide**  
(<http://networkingeventfinders.com/Colorado-Networking-Guide/>)
- **Superpages.com** - to find company phone numbers (not 800 call center numbers) for headquarters and remote offices.
- **Zoominfo.com** - to find companies using keywords by geography and size (employees or revenue).
- **LinkedIn.com** - to find people within companies (at all levels). The bigger your network on LinkedIn the better your ability to get names.
- **Employee Search: Spoke** (<http://www.spoke.com/>)
- **Employee search: Jigsaw** (<http://www.jigsaw.com/>)
- **VentureLoop.com** - News source about emerging high growth companies and job postings. 6,032 startup jobs across 764 venture capital backed companies.
- **Plaxo.com** - Business social networking site
- **Viadeo.com** - Business social networking site for Europe, China and India
- **Xing.com** - Business social networking site for Europe and China
- **Networkeventfinders.com** - website listing networking events nationwide.
- **PIPL.com** - people search website
- **Zabasearch.com** - people search website

## Recommended Reading

- Think and Grow Rich - Napoleon Hill - Goal Setting and Motivation
- The 4-Hour Workweek - Timothy Ferriss - Time Management and Personal Fulfillment