



**TURBOCHARGED
NETWORKING
FOR \$100K+ JOBS**

5 STEPS TO JOB-SEARCH SUCCESS

JEAN CUMMINGS

HappyAbout.info

**“TURBOCHARGED NETWORKING FOR
\$100K+ JOBS”
BOOK EXCERPT**

5 STEPS TO JOB-SEARCH SUCCESS

**Subset of the book brought
to you by Happy About**



20660 Stevens Creek Blvd., Suite 210
Cupertino, CA 95014
Phone: 408-257-3000
Email: info@happyabout.info

WHITE PAPER TABLE OF CONTENTS (INCLUDED HERE)

- Preface
- Introduction
- Step 1: Identify Your Target Market
- About the Author
- Getting the book and other books from Happy About

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TABLE OF CONTENTS

NOTE: This is the Table of Contents (TOC) from the eBook for your reference. The eBook TOC (below) differs in page count from the whitepaper TOC.

PREFACE	5
INTRODUCTION	7
IDENTIFY YOUR TARGET MARKET	12
DO THE RESEARCH	16
DEVELOP YOUR PRESENTATION	24
GAIN ACCESS	27
CONDUCT THE NETWORKING MEETING	35
RESOURCES	40

PREFACE

WHY THIS EBOOK?

This eBook was born out of a need to provide my executive clients with a brief, cut-to-the-chase guide that would help them learn how to use advanced networking to get a job.

I wanted to provide them with the outline of how to conduct an optimal search without their having to do a lot of research and read a lot of books on the subject.

We know what works in a job search. The statistics are abundantly clear: 80% or more people get their jobs through networking.

However, more often than not, at the conclusion of a project that produced a branded executive resume and cover letter, my clients planned a job search strategy that had a low probability of success: contacting recruiters and watching online job boards, and maybe calling their contacts.

Networking has come a long way since the days it meant just letting some people know you were looking for a job. Advanced networking involves leveraging the Internet to involve new people in your job search and taking a proactive, strategic networking approach to getting your next job.

Armed with the information found in this eBook, my clients were much better equipped to be successful in their job search.

The best resume and cover letter in the world are not enough in and of themselves to secure you your next job. Getting your marketing materials into the hands of the right people and landing a face-to-face meeting are key to getting an offer.

This eBook is dedicated to helping you succeed at a job search that is much more complicated than ever before. It will help you be competitive in an increasingly crowded field of applicants.

I would love to hear from you about your experience using this method and about how you landed your job. Thanks!

Jean Cummings, M.A.T., CPBS, CPRW
jc@YesResumes.com.
<http://www.AResumeForToday.com>
800.324.1699

INTRODUCTION

CONSULTATIVE NETWORKING

– A PROACTIVE APPROACH –

“When selling to C-level executives, they need to see you as a business peer, a consultant or a doctor. When they do, they will respond with professional courtesy and interact with you.”

Jill Konrath¹

You are an impact player. Your decisions have changed the course of projects, divisions and companies. Your direct and indirect reports have looked to you for leadership. Now you're in the market for a new position, and the role of a job seeker feels neither familiar nor comfortable.

No one likes to feel a lack of control over their lives. But for a senior executive who is accustomed to exercising significant authority, the traditional methods of looking for a job feel particularly passive. So what can you do to conduct your job search in a more “executive” manner? The ideas in this e-guide will chart a path for you to take back a measure of personal and professional power while increasing your chances for job search success.

Success!

R.W. was seeking to transition out of consulting into a role in which he could more directly impact the direction of energy policy. In particular, he wanted to actively promote green energy. He made a lunch appointment with someone who had just been named Director of a public-private partnership to support the use of renewable energy. This was a “warm” contact in that he had briefly consulted for this individual 20 years earlier. Applying his extensive industry knowledge and in-depth understanding of the organizational mission, R.W. asked probing questions about the resources the partnership had in-house, identified gaps in their capabilities and made a proposal that a new position be created for him to fill. The Director took the idea back to his staff and made an offer to R.W. within the week. R.W. accepted the offer and is now immersed in a rewarding job that matches his core values. He landed the job using “Consultative Networking.”

Networking Re-envisioned. Studies show that networking is the most successful job search method. Networking accounts for 80+% of all job hires, compared to the 1%–20% success rates for traditional methods, such as responding to advertised job openings, posting resumes on the Internet, or working with executive recruiters.

Turbocharged Networking is networking for the digital age. No longer do you have

to depend solely on people you know for contacts. You can leverage the power of the Internet, including social media, to connect with key contacts. More on this later.

As a \$100K+ job seeker, you can execute the networking process to make it more congruent with the level of influence and authority you have enjoyed to date in your career. Instead of relying on “informational interviewing,” you can take a more proactive approach called “Consultative Networking.”

This kind of networking may have two outcomes. One, you may get a job offer. Two, you may be referred to two or three senior-level hiring authorities in other organizations. You can then follow up with these valuable leads.

Because you offer a wealth of senior-level insight and experience, you are uniquely able to enter into a dialogue with the person in charge of hiring for your position, usually the C-level executive (CEO, COO, CFO, CTO, etc.) or the company’s President, Chairman, or General Manager.

Solution-sales professionals and management consultants use a consultative approach with prospective clients. They interact collaboratively with them around developing solutions to a client’s problems or needs. As a senior-level job seeker, you interact with a potential employer using a similar kind of approach.

Consultative Networking is a five-step process:

- 1. Identify companies you'd like to work for**
- 2. Research organizations to identify challenges or needs and to find out the names of hiring authorities**
- 3. Develop your presentation including your unique value proposition**
- 4. Gain access to the appropriate hiring authority for your target position**
- 5. Conduct an in-person Consultative Networking meeting**

In a Consultative Networking meeting (not an “interview”), you are a colleague who shares a common interest in promoting the growth of an organization. You are perceived as someone who could make significant contributions. This powerful approach engages the attention of the hiring authority, because it speaks to his/her corporate and personal self-interest. Hoped-for results? You are offered a well-compensated position and are ready to hit the ground running in your new role. Or, you are given the names of people whom you could talk to at other companies.

Remember: Consultative Networking *is not* disguising a job search as “just looking for information.” Nor is it presenting you as a supplicant asking for a job. Consultative Networking *is* approaching other senior-level executives as an expert who offers key competencies or professional experiences that they need.

Note: Networking, both traditional and consultative, is complemented by a

comprehensive, integrated job search campaign that includes: development of high-performance, brand-driven resume(s) and cover letter(s); email and postal campaigns targeted at recruiters, CEOs and/or venture capital companies; working with executive search consultants; and responding to advertised positions on job boards, company sites, and the professional and social networking sites. One powerful strategy is to write a book or an eBook, publish it, and hand it to a hiring authority when you meet. Some job applicants have also had luck with creating an online portfolio to showcase their career achievements.

Let's get started!

STEP ONE

IDENTIFY YOUR TARGET MARKET

As you begin the process of securing a position using Consultative Networking, focus your job search on 10 to 50 specific companies. If you already know where you want to work, skip this section and proceed to the next. Otherwise, the following ideas may be helpful in matching your personal brand/goals/passions/interests/style with an actual database of companies. Try asking yourself:

Company Size: Do you prefer the more free-wheeling, on-the-edge feel of a startup, where the executive leadership and top managers often hold responsibility for more than one function? For instance, in smaller companies the General Manager may also handle finance and hiring. Or do you want the more narrowly defined role of an executive at a Fortune 500 company?

Note: Most hiring takes place in small-to-medium-sized companies (considered as a percentage of the company's workforce). And it is often easier to gain access to hiring authorities at a smaller company.

Corporate Culture: What kind of environment would best suit your values and personal style? Collaborative and team-based? An intrapreneurial environment, where support and resources are channeled into incubating ideas and initiatives throughout the organization? Hands-off, where the management hires good people

and lets them do what they do best, but without a lot of guidance or team process? Highly competitive, where your financial incentive is to outperform your colleagues and where the “up-or-out” policy is firmly in place? Tightly structured through a top-down chain of command? Do you like a collegial workplace that emphasizes loyalty through company events, benefits and workplace amenities like a fitness center or day care services? Is working for a company that has strong social values important to you?

Preferred Companies, Industries or Niches: Is there a company whose products or services you particularly admire? Would you like to work there? For instance, if you are interested in the travel industry, can you identify some companies that exploit a particular market niche that appeals to you, such as adventure travel? If you are an expert in technology commercialization, do you want to bring your expertise to a growing industry such as biotech? If you’re looking for a company that matches certain personal-interest criteria or values, you can find lists of companies on the Internet or in popular business magazines. Examples include: Top Biotech Companies; Best U.S. Companies to Work For; The Most Socially Responsible Companies.

Do you invest your retirement savings in some companies that you particularly like in terms of growth potential? Your mutual funds may have companies in their portfolios that interest you. Funds that are screened by social, environmental, and/or employee-treatment criteria (check

socialfunds.com) list names of companies that may match your core values.

Are you eager to get your hands on a senior-level position with a telecom giant and help the company turn around downward-trending sales through initiatives in knowledge management? Have you read about a company whose problems you are just itching to fix or whose new product concept you think is exciting? In your assessment, is a particular company poised for fast growth, and are you energized by the possibility of applying your expertise to help drive that growth?

Build Your Company List – Tips

Go to ZoomInfo.com, click on Find Companies and Advanced Search and enter the keyword of your industry and the location of companies you may want to research. Or go to Hoovers.com and either join (to get a full list) or select to use their free service that allows you to build a list of 10 companies that meet your criteria for location, industry, revenues and employees.

Once you know the type of companies you want to target, conduct comprehensive research to identify 5 to 50 specific firms that meet your requirements. Remember, 75+% of the job market is not advertised. And you will want to hear about those jobs before they make it to HR and are posted out to millions on a job board! Many jobs are created for specific individuals who present

their value in a way that makes them irresistible to a company. Conducting thorough research will help you plan the best approach to your target companies.



Jean Cummings is a career consultant who specializes in helping executives, managers and professionals in technology land their next positions.

She distills complex careers into high-impact executive resumes and branding documents. Her job search and interview training offerings give clients the tools they need to attract and negotiate job offers. She also works with clients specifically on eliciting and expressing their personal brands.

Jean has a master's degree from Harvard University and graduated Phi Beta Kappa from Mt. Holyoke College with a bachelor's degree in Philosophy. After her education, Jean was employed as a teacher and tutor of moderate special needs children. For the past 15 years, she has owned and operated her company, A Resume For Today, LLC in Concord, MA and on the web.

Jean is known for bringing intelligence and creativity to the products and services that she offers. She is an award-winning Certified Professional Resume Writer, Certified Employment Interview Professional, and Certified Personal Branding Strategist.

FREE OFFER

Contact Jean for your free copy of:

***10 Point Job Search Roadmap* by Jean Cummings, M.A.T., CPBS, CPRW, CEIP**

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