



Unprecedented Times!



- Unprecedented Challenges require an Unprecedented response!
- Growth comes from challenge, not ease.
- This is generational time of dis-ease.
- How will you remember it?
*"2020 was the year I finally started to _____,
 and THAT is why I am where I am today!"*

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My Goal:

**Show you how to how to create an
unprecedented Job Search Structure.**

My Challenge to you...

...pick at least 1 element in this structure
 and tell someone you will add it into your structure.



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What's your situation?

How long before you are sitting at your new desk?

What would it take for you to get there sooner?

Agree or Disagree:

When you do things efficiently,
 they get done faster & better.



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Dance Step Awareness

- Wife and I used to compete & teach...
- Start by showing an awesome pattern,
Then teach one easy move after another,
and by the end...
- Ending: Intimidating, but awesome.
Job search structure end: Intimidating.
- Remember, each step is as easy as – quick-quick, slow, slow.



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Step 1: Get Leads

- How many applications per week?
- I recommend: 20 - 25 per week *at least!*
- Remember the dance analogy - 20 looks awesome!

1st Quick-Step: Get just 5 job leads from the internet

<https://SpeedUpMyJobSearch.com/jobs>

2nd Quick-Step: Get 5 company leads from LinkedIn



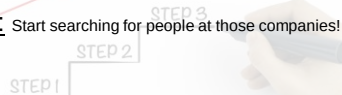
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Finding Target Companies on LinkedIn

Step 1: Go to LinkedIn, Search for PEOPLE who do what you do.

Step 2: Open their profiles, note the companies that hired them.

Step 3: Start searching for people at those companies!



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2nd Quick-Step: Get 5 company leads from LinkedIn

1st Slow-Step (but it's not *that* slow): Get 5 Article Leads

- Crains, Business Ledger, Dallas Business Journal, Frisco Enterprise
- Google News: Search intitle: hiring AND Frisco (Texas | TX) AND Director

2nd Slow-(but-not-really-slow)-Step: Get 5 Network Leads



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Step 1: Get Leads

- Break it into chunks
- 5 leads from 4 places
- 20 leads.
- Done.



SpeedUp MyJobSearch.com Job Lead Acquisition
Today's Date: _____

Target Job Title: _____

Target Location: _____

Industry Preferences: _____

Co. Size Preferences: #People: _____ Annual Revenue \$ _____

5 Leads from LinkedIn:

- ☐ Search for PEOPLE with the Target Title in the Target Location
- ☐ Open their profiles to see a list of local companies that hired them
- ☐ Note all companies that meet your size & industry preferences
- ☐ Note alternate job titles and re-run the search with those titles

5 Leads from Articles

- ☐ Google News: intitle: hiring | intitle: "new jobs" (Illinois | IL)
- ☐ Look for companies hiring recruiters (i.e. hiring ppl to help hire)
- ☐ Read Business Ledger & Newspapers, for Co's moving to town

5 Leads from My Network

- ☐ Tier 1 Network Contacts, "I'm in a position to join a new co and I..."
- ☐ Reach out to former co-workers, supervisors, and companies
- ☐ Touch base with all recruiters you have a relationship with
- ☐ Search LinkedIn for former Employer & School Alumni

5 Leads from Job Postings

- ☐ Search Indeed.com for leads & note any unfamiliar job boards
- ☐ Search LinkedIn Groups for postings
- ☐ Search SpeedUpMyJobSearch.com/jobs

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Got leads, now what?

- What is the BEST way to find a job?
 1. Networking
 2. Employee Referral Programs
 3. Job Postings
- That means we need others to promote & refer us.
- How can we get people we don't know to refer us? →
How do we find people we don't know?



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Getting referrals from Strangers

- **Established:** Your percentage chance of getting an interview increases when someone refers you.
- **Fact:** A great many companies utilize employee referral programs.
- **Use LinkedIn to reach out to them directly!**

Hi -, I found your name through a connection in LinkedIn. I was about to apply to a [title] at [your company], but before I did I was hoping to find out more about the company and the culture there. Since you currently work there, how you are liking it? Did they respond well to the shut down? I appreciate your time and any insights you might provide.



To print slides: SpeedUpMyJobSearch.com/jobfather



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If they reply, Thank, Ask and Offer!

Thank you [first name], I sincerely appreciate the response. Based on your feedback, I will go ahead with my application to the [title] position.

Do you know who I should talk to about applying for the role other than just sending a resume through the online application?

Actually, does your company offer any sort of employee referral bonus? If you take a quick glance at my profile on LinkedIn, and think it makes sense for me to apply, if you like I can send you my resume directly and you can present it to the appropriate person to potentially earn that bonus if I'm hired.

Thanks again, I appreciate your consideration.

Paul



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Take care of the Small Stuff

- Follow the company on LinkedIn!
- Keep ALL conversations on LinkedIn positive
 - There are no prizes given for convincing someone else they are wrong, or that times are tough!
- Find ways to save time but keep quality...



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Recent Connections



Several attendees connected yesterday.

I responded with the text on the right →

I *actually* just responded by typing: "LLL" – a shortcut enabled by...

Thanks for the invite, I gladly accepted and endorsed your profile so you will rank higher in search results when companies look for people with your skills. This article explains: <http://ow.ly/LZ7W3ojDtKG>

YouTube.com/SpeedUpMyJobSearch also has proactive search tips that can help. Stay safe, and please reach out if I can help you more directly in any way. - Paul




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Free Chrome Extension:

"Text Expander"
(t×t)

Auto Text Expander
for Google Chrome™

Sve on evry kysrke




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Take care of the Small Stuff

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- Keep ALL conversations on LinkedIn positive
 - There are no prizes given for convincing someone else they are wrong, or that times are tough!
- Find ways to save time but keep quality.
- **Track your production stats**

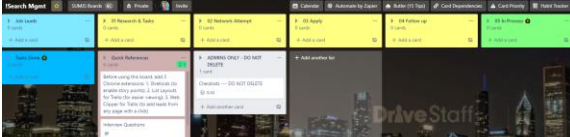



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The Story in Your Stats

- Resume : Responses = ATS Issue, Content, Destination
- Responses : Phone Interviews = Content, Destination
- Phone Interviews : In-person Interviews = Int. Skills
- In-person Interviews : Offers = Int. Skills or References

ALL of these are tracked on my Search Mgmt Trello Boards!



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Search Mgmt in Trello

- Applying Agile Scrum to the process
- Sprints – Attacking the highest value projects first
- Story-points – for prioritization
- Retrospectives – When to ask Why vs. How

Knowing how to focus, prioritize, and improve will help you stay calm in the storm.



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If you tried...

- Getting leads efficiently in smaller chunks
- Tracked your Production Stats
- Followed up on a schedule
- Consistently found ways to improve your efficiency

Would you land sooner than if you didn't?

Seek out books like Martin Yate, Harvey Mackay...

Rick Pitino's "Success is a Choice"



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Illinois Search & Staffing Association

If you're not in technology, check out www.issaworks.com, look for the Membership Directory for a list of recruiters and their specialties.