

MARKET YOURSELF AGGRESSIVELY: *BECOME THE RECRUITER*

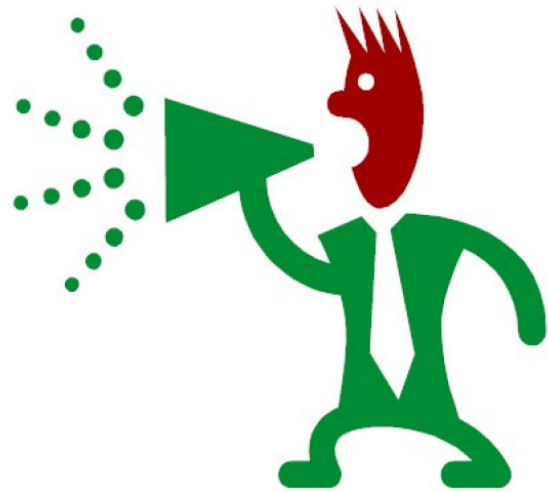
Don't Wait for Them to Come to You

Today's competitive job climate does not allow for career professionals to sit back and wait on responses

When economic times are prosperous, most of us can afford to sit back and wait for employers to call with job offers. But when times are tough and jobs are fewer, only the most aggressive will survive.

The good news is that there are more tools available than ever before that allow for online collaboration and information about jobs and markets.

Knowing where to go is only the beginning...you have to be willing to go a little further by crafting a marketing presentation on yourself and then shout it out to the world.



You are the Product

The biggest mistake job seekers make early in the process is they forget to design a strong message about who they are and what they want.

If done properly, the best package that sells you for a job will consist of the following:

Multiple versions of your resume that will target various jobs

References that sell with quotes inside the resume

Targeted Cover Letters

Online Homepage on Networking Site



Do your Homework

Job boards make for a good start in finding opportunities but they are only a beginning.

Submitting your resume to a job on a board will send you to the bottom of a stack that may never be seen, so you must go deeper to get noticed.

After finding an ad online, do not submit your resume but go to the company's website and research company contacts.

Another idea is to visit social networks and do company searches for names of people to connect with such as peers or future co-workers.



Ready...Set...Sell!

Now that you have done your research and identified company targets, craft your presentation to the appropriate audience:

Managers

So you found the name of the VP of Technology on the company's website and wish to contact them. The best way to get their attention is to email or mail a cover letter and resume with references followed up with a phone call.

Peers

Once you have found peers on LinkedIn or the like, send them an email with your resume and ask if they will market you internally. Most companies offer bonuses for referrals.