

Targeting your Job Search

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Why Should You Create a Target List

- Proactive Approach
- Hidden Job Market



What we will cover....

- Creating a Target List
- Expanding your Target List
- Cultivating Leads

Create a Target List

- Your “wish” list
- Companies that inspire you
- Companies that will value your unique set of skills
- Companies that you interact with on a regular basis

Expand your Target List

- Companies that have similar traits, philosophies, product lines, services
- Clients
- Competitors
- Vendors
- Affiliates
- Investors
- Advertisers

Cultivate Leads

- Attend conferences or
- Review conference website and literature
- Join Job Lead Groups – or form your own group
- Search for blogs in your industry
- Use LinkedIn
- Get out of the house

Cultivate Leads - cont

- Tap the knowledge of people you interact with every day
- Use job boards as information portals
- Search for companies that are hiring or expanding
- Review business news sites

Final Thoughts

This is just the first step....



Q&A

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