

# Life Quest...making a life, not just a living.

I hope this information encourages you and helps you move forward towards your next great adventure.

## A Proper Job Search Pays

1. Create a list of 30 companies. Target specific companies you think will be a good fit for you. Don't just look for who is hiring. You must ask yourself some basic questions to layout your search criteria. Do you stay local or move? Do you want to travel or be home each night? Do you want to work for a large or small company? What type of work is most interesting to you – retail, health, finances, or manufacturing?

These are just a few examples to help start your search criteria. Do not wait for a job to be listed in the paper or online, it puts you in a larger group of people who are responding to the same listing. Just because a company has not listed a job, doesn't mean they are not looking for prospective hires due to retirements, transfers, replacement or growth. You only start with 30 companies so you can follow up with and track all communications easily. You cannot do this if you send out 200 blind resumes.

2. Send a letter of introduction. This step begins name recognition. You are simply making them aware you will be sending more information. The more times a potential employer sees or hears your name, the better it is for you. In advertising this is called TOMA – Top Of Mind Advertising. Always send your letter of introduction, cover letter and resume to an individual. Never send them to Human Resource or To Whom It May Concern. To find specific names you may call the company. Receptionists are a great source, if you ask nicely. Also, look in business directories or even the Chamber of Commerce.
3. Send your cover letter and resume. This step needs to be done within seven to ten days after your letter of introduction. Your resume is a sales brochure to get you an interview. There are many styles of resumes. Choose the one which fits your personality as well as the type of position you are seeking. Remember, you are advertising and selling yourself. Be honest, but brag on yourself!
4. Follow up with a phone call. This should be done within seven days of sending your resume. Less than 10% of job hunters do this step. This is a great way to put your name at the top of the list – TOMA! In this call you could say, *“This is Mike Jones. I am following up on a cover letter and resume I sent to you. I am familiar with your company and what you do and I believe I can add value to your on-going success. When would be a good time for us to meet and discuss the possibilities?”*

By following this four step process you can dramatically increase your opportunities for an interview and therefore job offers. Don't just send out some resumes and hope someone calls. You need to be proactive and remember TOMA.

Your Best Is Yet To Come!

*Don Roulo*

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