



Work In Faith

# Keeping Productive in Your Job Search

**WorkQuest Members**

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## Key Criteria to Track Progress in Your Search

**Total Hours:** The total number of hours you spend each day/week on job search including: administrative tasks, research, letter writing and networking with people on the phone and in person.

**Total Letters:** The total number of letters written and mailed/e-mailed including:

- ◆ **Direct Mail:** The number of letters sent to companies/people you don't know or who have no known openings.
- ◆ **Ads:** The number of applications sent to ads or Internet postings.
- ◆ **Search Firms:** The numbers of letters you sent to search firms or employment agencies.
- ◆ **Other Letters:** All other correspondence including: thank you notes, requests for networking meetings, follow-up letters.

**Networking Conversations:** Include each conversation you have in person or on the phone with anyone about your job search.

- ◆ **General Network:** The number of conversations with people who do not work in your target companies.
- ◆ **Target Company Contacts:** Include all contacts, regardless of level, inside of your target companies.
- ◆ **Target Companies Hiring Manager:** Your goal is to talk with as many managers who might hire someone like you inside your target companies.
- ◆ **Follow-up, Hiring Managers:** Count all subsequent conversations, either by phone, email or in person with the same hiring manager.

## Job Search Activity Log

Day/Week of:									Totals
Administration:									
Research:									
Letters:									
Networking:									
Other:									
<b>Total Hours</b> (Goal = min 25 hrs./wk)									
Direct Mail:									
Ads:									
Search Firms:									
Other:									
<b>Total Letters</b>									
General Network									
Target Companies									
Target Companies: Hiring Manager									
Follow-ups with Hiring Manager									
<b>Total Contacts</b> (Goal = 20 to 30/wk)									

**Recommended Goals:**

- ◆ 4 – 6 search related conversations each day
- ◆ 1 - 2 conversations with new hiring manager each week
- ◆ 60 – 70 % of your time in networking activities
- ◆ 30 – 40 % of your time in no more than 3 other search tactics
- ◆ 25 hours each week (minimum) devoted to job search

## Marketing Plan

A marketing plan is like a project plan for your job search. It defines and describes exactly what you are looking for, what you have to offer and what companies you are targeting. It provides focus and structure for what you do each day. Key components of the plan include:

**Professional Objective and Preferred Job Functions:** Your professional objective is a concise phrase or sentence that describes the kind of work you are looking for. It should be clearly understood by people inside and outside of your profession. Preferred job functions are the job titles or areas of work that most likely will fit your objective.

**Qualifications and Key Accomplishments:** This is a brief summary of your relevant experience and accomplishments that demonstrate what you have to offer prospective employers.

**Target Market:** This is a manageable list of companies that you believe fit your job search criteria. Identifying 20-30 target companies at the outset of your search provides focus and direction to what you do every day. It also gives you something specific to discuss with your networking contact. Develop your target companies considering the following criteria:

- ◆ **Geographic area where you plan to work**
- ◆ **Industry or type of organization**
- ◆ **Size of organization**
- ◆ **Other important criteria**

**Target Company List:** Once you have developed your criteria, specifically identify 20 to 30 organizations, based on the above. You will select companies on this list based on your knowledge of the area, companies your networking contacts suggest, and results of your research on the internet/library or other sources. This list will change over time as you get experience in job search but remember not to exclude companies that meet your criteria just because they currently do not have a relevant job opening.

# Marketing Plan Template

**Professional objective:**

**Preferred job functions/titles:**

**Qualifications and Key Accomplishments:**

**Target Market:**

Geographic location:

Size of Organization:

Industry or type of organization:

Organizational culture:

Other criteria relevant to your search:

