 **JOB SEARCH MARKETING PLAN PROFILE**

Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **Know what you want** | **Clearly express what you want** |
| Value proposition (tangible results a company gets by hiring you over others) |  |
| This is how I describe the role I want (my headline or prospective job titles): |  |
| I bring these skills and experiences to this role: |  |
| I prefer these industries: |  |
| I prefer this kind of company environment and culture: |  |
| I prefer this geographic region. |  |
| These are my target companies who hire people who do the work I do:   1. Primary targets 2. Back-up / Secondary targets |  |

**High-Value Proactive - - Networking**

Goal: 70% of time invested in high-value activities

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| **Action / Goal** | **Week of:** |
| **Make Connections / Networking** | **Results:** |
| Phone calls and emails to:   * Professional connections * Personal connections (family, friends) |  |
| Networking Meetings   * Attend \_\_\_ per month or week * Schedule \_\_\_\_ networking / coffee meetings per week: |  |
| Ask for introductions to other people: |  |
| **Community Involvement** | **Results:** |
| Community, Social, Volunteer |  |
| **Social Media** | **Results:** |
| Make social media connections (LinkedIn, Facebook, Google+, Instagram, Pinterest, etc.) |  |
| Social Media Participation: I will write and / or comment on or articles I will post to social media including LinkedIn Groups |  |
| **Research** | **Results:** |
| Research \_\_\_\_\_\_\_ target companies per week: |  |
| Research \_\_\_\_\_\_\_ people at target companies: |  |
| Identify new targets (people and company) |  |
| Follow up on \_\_\_\_\_\_\_\_\_ people from prior search |  |

**Low-Value Activities**

Reactive, Responding to Ads 

Goal: 30% of time invested in these

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| **Action / Goal** | **Week of:** |
| **Respond to Job Postings** | **Results:** |
| Post Resume on Job Board Aggregators like Indeed.com, Glassdoor or CareerBuilder |  |
| Track responses to ads  \_\_\_\_\_\_ responses per day / week |  |
| Find and respond to \_\_\_\_\_\_ ads in journals / magazines per week |  |
| Find and respond to \_\_\_\_\_\_\_ ads on Job Board Aggregators or company websites per week |  |
| **Recruiters and Staffing Agencies** | **Results:** |
| Recruiters: Research and contact \_\_\_\_\_\_ recruiters per week |  |
| Temporary Agencies: Contact \_\_\_\_\_ contractors or agencies per week |  |
| **Job Fairs** | **Results:** |
| Job Fairs: attend \_\_\_\_ job fairs per quarter |  |

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| **Personal / Self-Development / Motivation** | **Results:** |
| What are you going to do to keep yourself motivi-  vated and maintain positive state of mind. How will you deal with set- backs and unwind? |  |