

1. **B**ecome clear on the type of position you're looking for. Can you clearly articulate what you are looking for? Notice the difference in these three responses:

*"I am looking for a Project Manager position."*

*"I am looking for a Project Manager position in the advertising industry."*

*"I am looking for a Project Manager position in the advertising industry, working on healthcare accounts."*

This is clearer but don't stop here. If you go even further to articulate what you're looking for, you are more likely to find it. Don't wing it. Become clear!

2. **R**esearch the type of companies who hire these types of positions. Where might you network to increase your reach of new contacts? You do this in your role as sales, marketers and creatives. When you start working on a new account you don't set the strategy without doing the research first, right?
3. **I**dentify your target market. Which companies do you want to work for who can utilize your expertise and skill sets? Does your resume speak to what they are looking for?
4. **D**evelop your list of contacts. Now that you have clearly defined the type of position you're after, and you've researched and identified your target market, your next step is to write out a list of your contacts. You will be better equipped when speaking with your contacts to ask them if they know people in the specific companies you are looking to target. Don't leave out from your list, your dentist, doctor, house cleaner, neighbor, relatives, recruiters, former boss, etc. You never know who might just have the connection to a contact. You can expand your list of contacts by using tools like [www.linkedin.com](http://www.linkedin.com) and [www.zoominfo.com](http://www.zoominfo.com); and don't forget about those alumni resources.
5. **G**ame Plan – set aside some time to write out a game plan, even if you start with just a bullet list of things that will support your search initiatives for the week. Again be specific, don't just write, "send out resumes". Instead write, "send resumes to John and Beth, contact Syracuse University to get access to alumni resources, etc".
6. **E**xecute & evaluate the plan. It's not going to happen by itself. Block off the time in your calendar to execute, evaluate, and adjust the plan as needed.

Coach DQ...



*...bridging the gap to help you accelerate your career, so you can live your life!*

Take the first step and contact me for a complimentary consultation at 508-520-9933 or [CoachDQ@CareerLifeBalance.net](mailto:CoachDQ@CareerLifeBalance.net) There is no obligation. I only work with clients who want to make changes, to create more career life balance in their lives.