

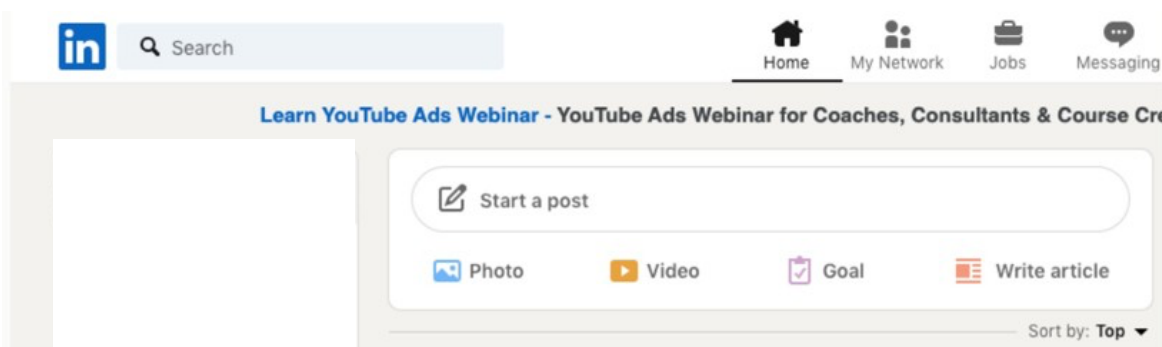
CAREER PROMOTER WORKBOOK

Target Identification

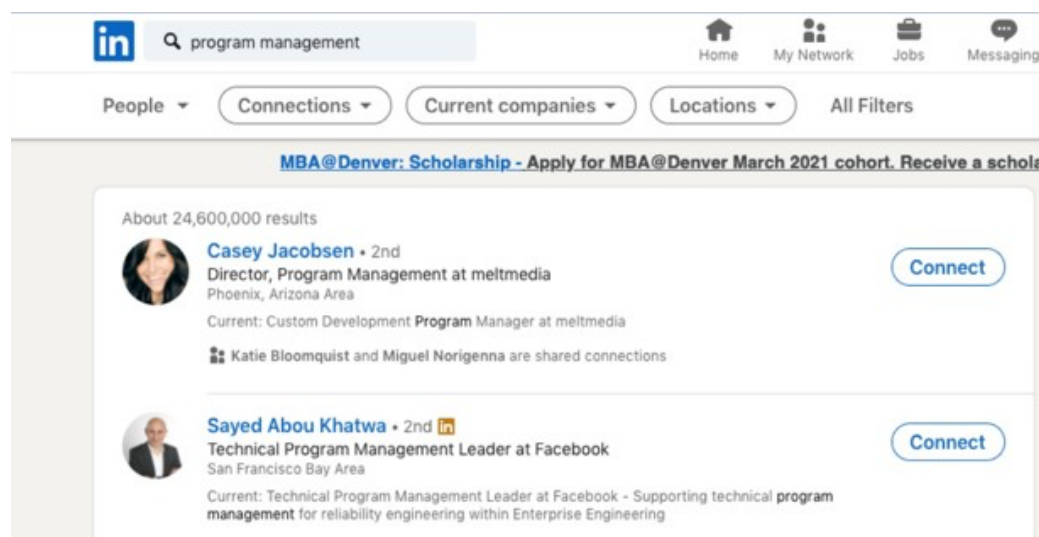
One of the best ways to uncover job titles that you didn't know were a possibility for you is by looking for the exceptions out there in the market.

What I mean by that is finding people who have held your current title or one you've held in the past and see what they are doing now. You will be using LinkedIn.com to do your research.

Click the "Search" field at the top of the page and hit "enter" to begin the search process.

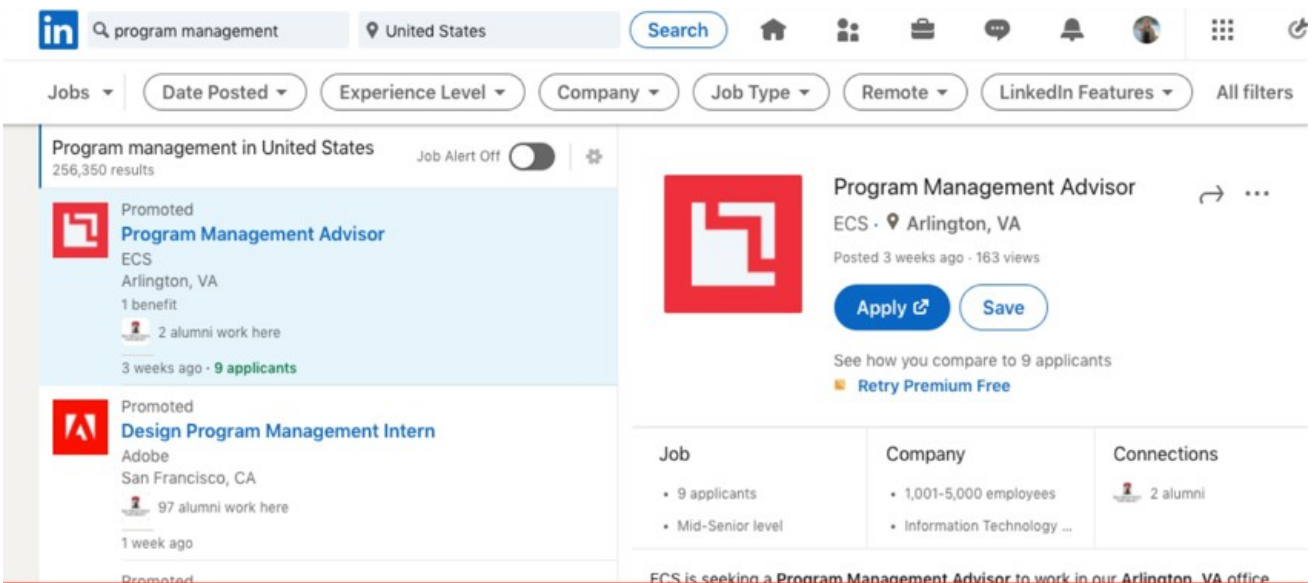


In order to filter by people click the people filter at the top. The key is to find people who have titles you're interested in. You can also search people who have held titles you have had to see unique career paths you did not consider. You can also use the filters for more ideas. Don't worry about openings or locations, this is broad research at this point.



Company research

Once you have come up with 3 job titles to test, then you want to find companies that have these titles. At this point, you want to create a broad list of companies that you're Interested In exploring. Be open to company size, industry and other factors you may not have considered. You can search companies on LinkedIn as well and filter by location and remote. Don't worry about job postings at this point, the point is not to be applying online, but to have a broad list of targets to create Career Promoters later on and to get connected to the market. Your company list will continue to evolve over time, so don't worry about perfection.



List 3 Job Titles to target:

- 1.
- 2.
- 3.

List 30-40 Companies

- | | |
|-----|-----|
| 1. | 21. |
| 2. | 22. |
| 3. | 23. |
| 4. | 24. |
| 5. | 25. |
| 6. | 26. |
| 7. | 27. |
| 8. | 28. |
| 9. | 29. |
| 10. | 30. |
| 11. | 31. |
| 12. | 32. |
| 13. | 33. |
| 14. | 34. |
| 15. | 35. |
| 16. | 36. |
| 17. | 37. |
| 18. | 38. |
| 19. | 39. |
| 20. | 40. |

Scripts For Market Validation Outreach

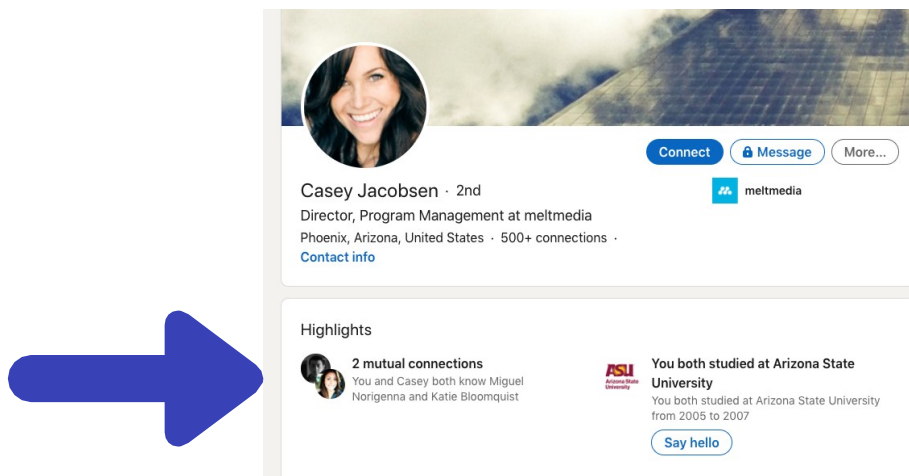
Identify 10 experts to target to kick off your campaign.

The first step is to identify your 10 experts that you are going to contact this week. Keep in mind, if you reach out to 10 experts you likely will not get 10 responses. 10 is just a starting point for this week. You will want to continue reaching out to more people than you will actually need each week during your job search campaign. Remember, an expert can be one of the following:

- ◆ Has held the target job title in the past! Is currently holding the target job title.
- ◆ Is an influencer or thought leader in the industry.
- ◆ Has worked at your target company in the past.
- ◆ Is currently working at your target company

The ideal way to contact an expert is through introduction. Therefore, you should spend a considerable amount of time adding all your contacts on LinkedIn that you can think of. This will help you understand how far your network reaches.

LinkedIn even shows you how you are connected in the "Highlights" section at the top of someone's profile. I can see mutual connections and common groups.



Asking for Introductions

How to ask a friend for an introduction.

Hi Olivia,
I noticed you're connected to John at Amazon on LinkedIn. He is doing some interesting work and I would love the opportunity to speak with him to get some advice about Amazon. I promise to be respectful of his time! Would you mind connecting me with him? I can send a pre-formatted email to make things easy for you. Is that OK?
Thanks, Mike

Assuming Olivia says "yes" here's what to send next.

Hi Olivia,
Here is a forwardable email. It should be ready to send, but please feel free to edit as needed! Thanks, Mike

Subject: Mike, please meet John, who is a Director at Amazon

John,

Mike is a friend of mine and currently working at Intel. He's excellent at software development and is curious about some of the opportunities at Amazon. He wondered if you could spare 15 minutes to chat by phone. Mike, can you take it from here? Thanks, Olivia

After speaking to the person you are introduced to you will always want to follow-up immediately with them AND the person that introduced you. You always want to follow up with both parties to express gratitude and let them know what your key take-aways were. This is where most people fail at networking: in the followup.

Reaching Out Cold

Cold emailing an expert

Subject: Connecting

Dear Albert, We have never met but I saw on LinkedIn you worked at BlackRock where I am currently. I'm contacting you only to find out whether you'd be willing to talk to me about your work experience. I currently work in San Francisco but I live in Palo Alto and I'd really value the advice of someone like you who has done a transition from a large to a smaller firm down in the Silicon Valley and who is in a business development role. If you're available to talk over the phone or get together for coffee, I would really appreciate an exchange with you. Best regards, Vincent

Subject: Connecting

Dear Luigi, The reason for me to contact you is that I've been looking on LinkedIn at corporate and business development leaders who could tell me about their experience in moving from a large company to a smaller firm. I also saw that you must quite enjoy cycling! That may be how you know my friend Andre Gueziec with whom I have biked quite a few times. I currently work at BlackRock in San Francisco but I live in Palo Alto. If you'd be kind enough to speak to me about your experience on a phone call or over a coffee I would appreciate it very much. Best regards, Vincent

Subject: Questions about your role at MFA

Hi Nick, I came across your profile and noticed you're doing some interesting work at MFA (I'm a huge fan of the organization). I'm in the middle of a career transition and looking to get into a similar role. I'd love to connect to learn more about your role and how you got there. Would you be open to chat sometime this week? Ashley

Consistent Connection Strategy

Remember, in most cases you will not receive a job offer in the first meeting. That's okay because we are still in discovery mode and validating your job choice based on the two major questions (Will I like this job? Can I get this job?) The ways that I turned these initial cold contacts into true friends and allies in my career journey was through The Consistent Connection Strategy. The follow-up is where most people fail in their networking efforts. You have to consistently connect with people in order to stay front of mind. This will help them continue to think of you and strengthen the relationship. and create more Career Promoters.

Consistent Connection Follow-Up Series

Step 1: Thank you (same day)

Subject: Thanks for connecting!

Hi Anna,

Just wanted to thank you again for meeting with me earlier. I'm definitely going to get in touch with Heidi like you recommended. I will keep you in the loop, and of course, please let me know if there is anything I can do to repay the favor!

-Olivia

Step 2: Add Value (1-2 weeks later)

Subject: Thought of you

Hey Anna,

I saw this article in the New York Times and it reminded me about what you were saying about leadership assessments! No response needed, just thought you might find it interesting. -Olivia

In this case, Anna was a potential peer. What is most powerful about this follow up is it addresses a specific need Anna was looking for. This also shows her you aren't expecting a reply. This is all about giving with no expectations.

Consistent Connection Strategy

Step 3: Update them (1-2 weeks later)

Hey Anna, I wanted to give you an update: I did end up talking to Heidi, and you were right, the Organizational Development path is a fit for me. I'm reaching out to a friend to learn all I can about OD before I apply. If there's anyone else you think I should speak to, please let me know. Thanks again! I'll let you know how it goes.
-Olivia

NOTE: The follow-up is so critical to your networking results. Make sure to use the contact tracking spreadsheet of everyone you message to track your response rate. You will want to understand what messages are working best for your target audience.

Following up with non-responders

What do you do with people who don't respond to your messages? Whether you are waiting for them to give you an introduction or you didn't hear back from the initial message you should send another email in case they did not see the first one. Send an email reminder 3 days after the last email, replying to the initial email you sent them.

Re: Hi from Olivia —would love to chat about Honeywell
Hi Robert, !! know your inbox must be flooded, so I didn't want this to fall through the cracks...

[ORIGINAL MESSAGE]

If they don't respond to this message, then let go and move on.