

# Power Your Self-Marketing Plan



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# POWER YOUR SELF-MARKETING PLAN

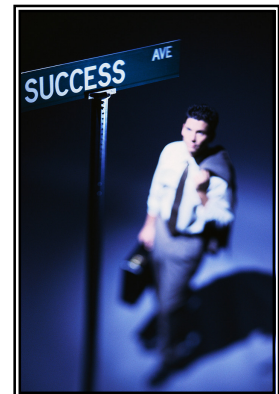
## Strategies to Power Your Ultimate Self-Marketing Plan

Your Ultimate Self-Marketing Plan (Module 2) guides your search project each step of the way. Conducting a highly effective career transition campaign requires tracking your activity toward your ultimate goal of landing a position in one of your target companies. A vital part of this business project lies in setting daily and weekly goals that support your longer-range plan, while monitoring your progress along the way. You have positioned your sights toward specific companies as targets... now your job is to get into those companies and begin talking to people who have the power to hire you.

Remember that you are engaged in a very focused sales/marketing campaign, designed to sell your skills and experience to your selected list of prospective employers. You are now essentially self-employed (You, Inc.), as your own personal sales force. Organizing your job search will streamline your effort and remind you of where you are in your process at all times. Managing the sheer numbers of contacts you will be making, requires forethought and organization.

### Getting Organized

For a successful campaign, get organized before you start. Organizational activities to pursue include developing a **written campaign overview** that includes both your Ultimate Self-Marketing Plan and a Strategic Plan for carrying it out. Also, now is the time to gather and organize **your marketing portfolio**, (resume, bio if needed, your positioning script, networking cards if you choose, stationary and envelopes, reference lists, a portfolio of campaigns or other visual accomplishments, if applicable, etc.)



### Campaign Overview

Your written campaign overview links your Self-Marketing plan to the strategy you will use to implement that plan. The overview addresses:

- Your **Ultimate Self-Marketing Plan**: *What would success look like in this search?*
- Your **Strategic Plan**: *How will I organize my job search and what are the milestone goals that I need to meet? In other words, HOW will I make it happen? What are my needs and that of my family regarding timing, finances? What are the roadblocks to my success in achieving my ideal scenario and how can I turn them into stepping-stones?*

## POWER YOUR SELF-MARKETING PLAN

### *Ultimate Self-Marketing Plan*

The plan that you developed in Module 2 (Position Your Sights) includes your positioning script and your list of target employers.



### *Strategic Plan*

Your strategic plan outlines HOW you will go about implementing your Ultimate Self-Marketing Plan. This is the perfect opportunity to determine the best plan for your unique situation and goals.

First, how many hours per week will you devote to your job search? A full-time job search campaign ideally takes 25 to 35 hours per week. If you are a busy student who may also be working, you may dedicate just 5 or 10 hours per week to your search. Your weekly schedule will look different depending on your available time that week. Adjust as necessary.

On which of the following activities will you focus your efforts? What percentage of your job search time will you spend on each? Hint: 75 to 85% of jobs are secured through networking.

- (1) Networking; (2) Direct marketing; (3) Working with recruiters; (4) Resume posting via various search agents; (5) Responding to advertised openings; and (6) Generating additional sources for leads and prospects.

### *Marketing Portfolio*

Collateral that you will use to support your case---that you are the best candidate for the job---can be considered your portfolio. You might include:

- Several versions of resumes, (based on your targets) – **Module 3, Launch Your Brand**
- Reference list(s) - **Module 3, Launch Your Brand**
- Categorized cover letter drafts, (to be personalized with specifics) – **Module 4, Power Your Self-Marketing Plan**
- Letters of recommendation
- Addenda, (additional information concerning lengthy education, research, publications, technical training listings, etc.)
- PowerPoint presentation of your strengths, skills
- DVD presentation of your strengths, skills
- Business networking cards

## POWER YOUR SELF-MARKETING PLAN

### Implementing Your Strategic Plan

Your preliminary search is focused toward one ultimate goal: getting in to see people within your target companies who have the power to hire you. The activities that will lead you to that place include:

- Making individual networking contacts
- Targeting contacts within network groups
- Targeting contacts within industries and companies
- Targeting recruiters
- Engaging in researching and responding to ads from best job search websites
- Reading best career transition campaign resource websites
- Prospecting potential career opportunities worthy of exploration
- Following up on leads for specific employment openings

Consider beginning each week by setting goals for the numbers of contacts you will make this week in each category. For example, I will make two individual networking contacts a day or 10 per week, answer 2 ads and contact one recruiter. Then, utilize your **Progress Tracker** and **Daily Log** to record your activities.

We recommend that you spend about seventy-five percent of your job search time engaging in networking (See Module 5: Engage Your Network) since we know that networking yields the greatest success rates by far. Consider which additional activities are appropriate to your particular search and strategize where to concentrate the rest of your energy: answering ads, connecting with recruiters, sending prospecting letters.

Early in the job search your networking will be a broadly cast net seeking anyone who might be able to tell you about your target companies or lead you to a hiring manager there. Always ask your contacts, “Who should I see next?” As your search progresses and you are moving closer to conversations with hiring managers, record more details about your meetings. Utilize your **Contact Information Sheet** for documenting contacts who are more critical to your search.

At the end of each week, review what you have been able to accomplish. Have you met your number goals for the week? If yes, great! If not, why not? Often students do the more comfortable activity of answering ads or surfing the net, rather than getting out to talk to people. You may find yourself procrastinating on that front. Try to discipline yourself to make those critical networking contacts, as they **will** yield results. Guaranteed.

Assess what is working for you and where you need assistance and create your goals for next week. Persistence in the job search is fundamental. Just as sales is a numbers game, so is the job search. You must meet lots of contacts, have a number of interviews and negotiate numerous offers before you find the right fit.

# Progress Tracker

Week: \_\_\_\_\_

This form may be downloaded in Microsoft Word from the Meridian Career Navigator.

MON	Type of Contact	Discussion Notes	Follow Up
TUE	Type of Contact	Discussion Notes	Follow Up
WED	Type of Contact	Discussion Notes	Follow Up Activity

# Progress Tracker

Week: \_\_\_\_\_

THR	Type of Contact	Discussion Notes	Follow Up
FRI	Type of Contact	Discussion Notes	Follow Up Activity

## Overview of the Week:



## POWER YOUR SELF-MARKETING PLAN

### Organizing Your Job Search Activities

Keeping your search activity organized and tracked will go a long way toward your ultimate success. The campaign is packed with details that can slip away from you before you know it. Details include contacts' (absolutely accurate) names and phone numbers, company information, weekly action lists, and copies of written or e-mail correspondence.



### *Types of Information and Activities to Track*

- Networking contact information and activity notes
- Company contact information and activity notes
- Lists of companies you are targeting and activity notes
- Lists of recruiters you are working with and activity notes
- Copies of all written, fax and e-mail correspondence
- Copies of advertisements you have responded to
- Lists of useful web sites
- Interview summaries
- Daily/weekly/monthly activity goals and results

You might also find it useful to set up files with dated copies of letters you have sent and ads/announcements you have answered, with a system to trigger your follow-up.





## POWER YOUR SELF-MARKETING PLAN

Once you have identified your brand characteristics and signature skills, and have created a dynamic resume to highlight them, the next step is to find the people who have the kinds of problems you can solve. You are looking for companies who utilize the skills you offer... companies who need YOU.

### Rethinking the Term “Job Opportunity”

**Employers think in terms of their own needs and their own problems.** The way to establish productive communications with potential employers is to collaborate with them in solving the problems that concern them.

A "job search" is really a “needs search.” Ask yourself what are the pressing needs, trends in my industry? Which of them can I address? Which companies might be looking for someone to answer that very need?



"The job market" refers to two things: first, the sum total of all possible employment opportunities that exist at any particular moment or are waiting to be created and second, the constant, ongoing efforts of potential employers and active job seekers to try to find each other. Employers use a variety of ways to try to locate and hire good talent and job-seekers work equally hard trying to track down employment opportunities. The job market can be classified into two categories—the formal, published job market and the unpublished or “hidden” job market.

### The Formal or Published Job Market

Some of the potential positions you might fill are published in advertisements. These are specific, identified job openings you find in newspaper ads, job postings, trade publications, and Internet job boards. The published job market also includes openings listed with executive search and recruiting agencies or government agencies.

*Characteristics of published job leads:*

- Job already exists and has already been described in terms of title, responsibilities, benefits and pay range.
- Job is currently open and ready to be filled.
- Employer is actively seeking applicants to screen and interview.

**Less than one-third of all employment opportunities show up in the published job market through ads, agencies, the Internet and other available listings.**

## POWER YOUR SELF-MARKETING PLAN

### The Unpublished or "Hidden" Job Market

Many choice opportunities, especially for higher-level or newly created or envisioned positions, lie in the hidden job market. They are unlisted, unadvertised, and unpublished. The best way to find them is by talking to people--- networking. (See Module 5: Engage Your Network.)

Networking is absolutely **the** most effective way of finding a new position.



### *Characteristics of Hidden Job Market:*

- Business or function may be growing in size or complexity, or changing in technology and may require new management talent.
- Position may be created when an unexamined need is discovered in the presence of the talent to meet it.
- A new job is being created by consolidating two or more previously existing jobs.
- New staffing additions may have been on hold for budgetary reasons but now the company is ready for action.
- Incumbent may have fallen from grace either through inadequate performance or politics, or may be planning to retire.
- New top management or ownership wants "their own people" to replace the old team.

**Remember that networking is the best...and perhaps, the only way, to discover hidden jobs.**

## POWER YOUR SELF-MARKETING PLAN

### The Formal Job Market

#### *Job Search Strategies*

Responding to ads on the Internet, though more comfortable than getting out and networking, is also less effective.

Let's look at the ways companies now spend their time and money, recruiting new candidates. These fall in the probable order that **a company conducts their search:**

1. *Seek internal candidates that may be ready for a promotion.*
2. *Seek referrals from employees for people they may know that might qualify.*
3. *Use the resources and services of recruiters and employment agencies.*
4. *Post an advertisement on-line through a job lead board or company web site.*
5. *Post an advertisement in a printed publication like a trade magazine or newspaper.*
6. *Sort through thousands of unsolicited resumes already on file.*

Now, let's look at the probable order in which most **job seekers would conduct their search:**

1. *Go through the Sunday classifieds and answer advertisements.*
2. *Post their resume on countless on-line job lead boards.*
3. *Answer advertisements on company home pages on the Internet.*
4. *Contact a couple of recruiters and search agencies or hit as many as possible.*
5. *Contact a couple of companies with unsolicited resumes or hit as many as possible.*
6. *Network with professional and personal contacts to uncover job leads.*

What is wrong with this picture?

**Most job seekers are not spending time or energy targeting the information networks that companies are using to try and find them.**

Hiring managers look first at referrals and recruiter offerings when seeking to fill a position. Networking with people who know what's going on in your target companies is the only way to be there when the opportunity arises.

Although we do not recommend mass mailings, a very targeted letter campaign can serve as the initial contact for a networking meeting. Research trade publications, read news articles and business journals, gather information from recruiters that specialize in your particular job function and industry. Target specific companies that may have need for your expertise with tempting communications illustrating your value toward their particular stress points or needs.

## POWER YOUR SELF-MARKETING PLAN

### The Formal Job Market

#### *Working with Recruiters*

Recruiters play a vital role in today's competitive job market. With such a large pool of highly qualified professionals seeking new opportunities, it is well worthwhile to a hiring organization to use recruiters to locate and screen prospects. Today there are recruiters specializing in virtually every industry and size of organization, and they recruit for just about every job function imaginable.

If your resume is impressive, it may be added to the recruiter's database of candidates. You may be contacted if there is a position that fits your profile or you may be asked to recommend other people who might be interested in a particular job. In either case, you will be starting the process of building a relationship with a recruiter.



**There are two types of search firms.** Both charge the hiring company a fee and neither should ever charge the prospective employee a fee.

#### *Contingency Search Firms:*

- The majority of search firms are contingency firms, which are more often used for junior and mid-level positions; however, today it is not uncommon to find contingency recruiters filling executive positions.
- Contingency recruiters receive payment only if their candidate is hired.
- Contingency recruiters do not usually work on an exclusive basis with the hiring company. Since they are competing with other recruiters to provide candidates for each assignment, they tend to work fast and to submit as many candidates as they can to the client company.
- Contingency recruiters provide you with a great deal of exposure, since they send many resumes to their clients.

#### *Retained Search Firms:*

- Retained search firms most often hire for top-level executives as well as highly specialized or very difficult to fill and pivotal openings.
- A client company hires a single retained recruiter for a particular assignment.
- Retained search firms are paid regardless of the results of the search.
- While a retained recruiter is considering you for an assignment, no other individual at that firm is likely to contact you, even if you would be the perfect candidate for another position. As a result, you are unlikely to be contacted by any one particular retained search firm for more than one or two positions in a year.

## **POWER YOUR SELF-MARKETING PLAN**

### **The Formal Job Market**

#### *Working with Recruiters*

Generally recruitment professionals have expertise in one or a few fields, gained from having been in that field themselves or over a period of time in the search business. Research and pinpoint recruiters that specialize in your industry or function, and begin your contacts with them. Geographically, you will have better luck contacting recruiters within several hundred miles of your targeted region, as they are more likely to have assignments in your area.

### **Consider Your Marketability**

There are eight requirements that make up a marketable prospect for a recruiter:

1. A highly cooperative candidate who is either actively looking for a new opportunity, or is wide open to a change
2. A list of measurable accomplishments and successful track record in the targeted industry
3. The candidate's skills in high demand
4. An attractively priced candidate, either at or below market
5. Personally qualified (This refers to the candidate's personal appearance and interviewing ability. Both must be fairly good.)
6. Skills and experience appropriate to their age (No aberrations in work history)
7. Limited market exposure (Your resume and qualifications are not spread everywhere and saturating the market. A recruiter would prefer for you to be an exclusive 'find' for them but this is not necessarily to your benefit.)
8. Multi-person rather than singular job title (The best candidate is one that most companies employ a good number of, rather than just one.)

A "class-A marketable candidate" must meet all eight of these criteria; however, if you do not, you may be considered a limited marketable candidate.

### **Demonstrate Your Flexibility**

The more limitations you put on an opportunity through a recruiter, (i.e. rigid salary or compensation requirements, geographic location), the less willing the recruiter will be to work with you. Be as flexible as you can without unduly compromising your own requirements. Hungry recruiters have a habit of ignoring clients' requirements unless you "manage" the recruiter.

Letters to recruiters require a specific form with very specific information that you would not generally include in other cover or inquiry letters. (See template and example at the end of this module.)

## POWER YOUR SELF-MARKETING PLAN

### The Formal Job Market

#### *Targeted Mailings*

Mass mailing your resume to hundreds of companies is an unproductive, waste of time in your campaign. Instead, conduct a carefully targeted prospecting mailing to a very specific group of companies targeted based on intensive research and information gathering through networking.

Your letter is most likely to be read if you address, up front, business concerns that the reader has (discovered during your research) and your capabilities, talents and track record in answering those critical needs. Think of this as a proposal-based appeal, providing an invitation to discuss their concerns with you, an expert who has been able to address these concerns effectively in other settings (accomplishments)... Entice the reader to speak to you with a few carefully chosen examples of ways you have been able to solve his same problems elsewhere.



#### *Characteristics That Signal Good Target Companies*

- Companies in the same or related industry as your current/former employer
- Companies that are competitors with your current/former employer
- Companies that have a need for people in your functional area
- Companies that are expanding
- Companies that are merging
- Companies that are restructuring
- Companies in your preferred geographic areas

We recommend that you send fewer than twenty-five letters per week due to the intensive follow-up required. Follow up with a personal phone call to each recipient within one week. This is the biggest difference between passive mass mailing and proactive targeted mailing search efforts.

During this phone call, you can make sure that your letter and resume have been received by the right individual in the company, and try to arrange a brief meeting to hear his/her perspective on the issues raised.

## POWER YOUR SELF-MARKETING PLAN

### The Formal Job Market

#### *Answering Job Advertisements*



Classifieds ads and the online job boards, while not the most effective sources for great opportunities, can serve to determine who is hiring (this could signal growth), what types of positions they are hiring for, and to observe the ways that the companies describe themselves. This can give you insights useful in your targeting of these particular companies. (For example, if they describe themselves as a cutting edge business with a fast-paced environment, you can position your marketing materials to reflect your fit for this type of company.)

Look for large advertisements or numerous listings by the same company, which may show movement into your targeted geographic area. You can also research the classifieds to determine average salary ranges in your particular function/industry and the key qualifications most organizations are seeking, as well as to pick up “buzz” words to use in your written and oral communication.

Answering classifieds for job postings in the media or online is a positive step **if** you are responding to positions that directly fit your qualifications; however, statistics show only about a 3 to 5% success rate in landing a new opportunity through responding to ads.

Keep in mind that the job ads are used primarily to generate prospects for lower to mid-level positions. The higher your professional and salary level, the less likely you are to find answering ads to be effective.

Beware of advertisements that sound too good to be true. They probably are. The classifieds and job boards are filled with recruiters and employment agencies trying to fill their data pools for future job orders, and with “get rich quick” opportunities that may be worth exploring, but don’t usually pan out for a job seeker.

#### *Tips for Making Classifieds Work More Effectively in Your Search*

- Respond to advertisements as quickly as possible.
- Create a cover letter specifically for that company or opportunity.
- Illustrate your match for each listed qualification.
- Revise your resume as necessary to show your fit.
- Follow up with a phone call if possible.
- Network to learn more about the company and find a possible inside track into the organization.



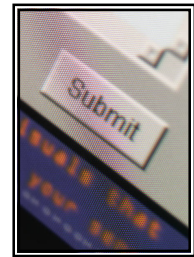
## POWER YOUR SELF-MARKETING PLAN

### The Formal Job Market

#### *Using the Internet as a Tool in Your Job Search*

Today, more than ever, companies are using the web as a recruitment tool. This is of great benefit for the companies, but a disadvantage to the job seeker. Considering the number of applicants for a single posting, your resume may never be seen even if you are a perfect fit for the position. Always try to maximize your opportunity by following up carefully and looking for another more direct way into the company. Using the Internet may make you feel busy, but do not expect it to be the perfect avenue to finding a new opportunity, unless you are in a high tech field which is often an exception to this, since the Internet is heavily utilized by IT recruiters.

So, just what does happen when you hit “send” and launch your resume out into the web? Does it always go instantly and directly to a person? The answer is NO. Online job lead boards utilize special data sorting programs that cull and select resumes, primarily based on keyword searches. Your best bet is to target specific company job boards or open job boards that specialize in your areas of expertise. The more focused you are, the better your results are likely to be.



#### **Manage an effective online search:**

- Limit your time surfing the Internet. If you are spending all day on the computer, you are not utilizing the most effective job search strategies like networking, (the undisputed #1 way to find a new job).
- Utilize an electronic resume with a KEYWORD summary to help push your resume to the forefront of a possible database search.
- Limit postings to a few select locations that specialize in your areas of expertise and/or targeted industry. Update your information regularly.
- Don't post your resume all over the web. Saturation of the market is unmanageable and a waste of time. It also opens you to unwanted responses that waste your time and mailbox space.
- Keep a record of sites where you've posted your resume, their purge and update policies, and any special passwords or e-mail addresses you'll need to access or remove your information.

#### **Stay in control of your search and protect your privacy:**

- Only post your resume to a limited number of web sites, and only to those that allow you to set up a personal account and password to help you manage your resume.
- Check the reputation and confidentiality of the site. The best sites let you know when an employer is interested and allow you to forward your resume, or they only send the body of the resume to the company, who then contacts you by e-mail to let you know of their interest.
- Choose Internet sites that will automatically purge your resume from their databases after a certain time period, while giving you the option to renew your submission.



## POWER YOUR SELF-MARKETING PLAN

### Cover Letters

Cover letters are essential to your campaign. They vary in formality from a professionally printed document to a short paragraph in an e-mail message. The purpose of these communications is simple - to interest a prospective employer or networking contact, in meeting you.

Cover letters also provide an opportunity for you to illustrate your personality, enthusiasm, and professionalism, which cannot be demonstrated in a resume document. To be an asset to your search, your cover letters must lead the pack in excellence.

### *Cover Letter Basics*

1. Use your own language, while being professional. Try to write with your own 'voice', (more specifically - don't write your cover letter so it sounds like a form letter or Nobel Prize winner's dissertation, unless of course you are a Nobel Prize winner.) This is your only chance to show a little of yourself in your written materials. Show your energy, excitement and passion.
2. Make your cover letter short and to the point.
3. Use the same contact information heading, typeface and margins for your letter as you use for your resume for a clean, uniform appearance.
4. Take the time to research the name and position of the individual who will read your letter and address it to that person directly. If this is impossible consider "Dear Hiring Manager" or "Dear Hiring Professional", instead of, "To Whom it May Concern" or "Dear Sir or Madam", both of which are outdated.
5. The body of the cover letter should include the following:
  - *1st Paragraph - 2 or 3 sentences about why you are writing the letter*
  - *2nd Paragraph - Highlight reasons that the reader should consider you or look at your resume. Be succinct. Don't try to redo your resume in the cover letter. This can be in formal paragraph or bullet point format. This is a good place to mention your newly acquired degree and to add information of particular interest that is not covered in your resume.*
  - *3rd Paragraph - Closure. Keep the doors open by asking for a meeting, and follow-up with a statement like, "If I don't hear from you shortly, I will follow up with a phone call."*

## POWER YOUR SELF-MARKETING PLAN

### The Art of Writing Powerful Job Search Cover Letters

Whether it is directed to a networking contact, a potential employer, or a recruiter, a well-written letter can open the door.

A powerful letter focuses on the reader's interests. Imagine as you write, that you are the reader and write with that person's perspective in mind. You want a recruiter to know very succinctly why they should be marketing you for their listings, ultimately giving them a contract. You want an employer to see that you are ambitious and anxious to contribute your energy and skills to the success of their company. You are the answer to their headache---finding the right person for the job or solving their unique set of problems.

Remember, people receive hundreds of pieces of correspondence daily. No one has the time to dig to get your point. Be brief. Understand your reader and grab their interest. Help them see clearly and immediately the reason for your letter, what you want them to know about you, and why talking with you, makes sense.

#### *Get To the Point*

In networking letters, quickly reveal who referred you to the reader and what you want him/her to do. For letters to recruiters, reveal what you want in a position and distinguish yourself with one or two of your accomplishments, showing you are an excellent candidate for a potential position. For a targeted prospecting letter, state what you saw or read that links you to this person or organization. Mention your experience and qualifications, relating their possible application to the reader's interests. Stress only one or two unique attributes to increase your chances of being remembered and advancing your campaign.

If you create interest, you get a chance to tell more of your story in person. Use the letter properly. It should be designed to get you to the next phase of your campaign. Nothing else.

#### *Personalize Each Letter*



Prospective employers hate to read “cookie cutter” letters that could have been mass mailed. These usually go directly in the trash. Take the time to research the reader's name and contact information. Make very particular references to the reader, the company and its unique need parameters, the industry.

In general, try to contact the head of the department in which you are interested. This will be easiest in mid- and small-size companies where the head of the department is likely to have an active role in initial screening.

## POWER YOUR SELF-MARKETING PLAN

If you are applying to a larger corporation, it is likely that the Human Resources or Personnel Department will screen your application. If you are instructed to direct your inquiry to this division, attempt to find out the name of the Senior Human Resources Manager. This way, you may be able to cut down on the numbers of hands your resume passes through on its way to the final decision-maker.

Include your contact's name and title on both your letter and envelope. This will ensure that your letter will get through to the proper person. In general, a resume does not have to accompany every cover letter you send, but a cover letter must be enclosed every time you send a resume.

Even if you are following up on an advertisement that reads simply "send resume", be sure to include a cover letter. It is more professional and it offers you further opportunity to market You Inc.

### Electronic Correspondence

It is acceptable to send your resume/ cover letter by e-mail. Many employers and recruiters prefer this and may specify it in their ads. One advantage for you is the instant delivery of e-mail, as opposed to waiting for days for mailed correspondence to reach their destinations. Remember that in a competitive job market, timing is key.



Electronic cover letters should be brief and to the point. They must also accurately and effectively link your strengths to the business needs of your particular reader.

It is important to arrange your electronic cover letter just as you would a formal mailed cover letter. This means that you should always have a salutation, a group of paragraphs that contain your critical selling points, and your electronic signature (name, phone and e-mail address). In the subject line of the e-mail, always include the title and number (if applicable) of the position that you are applying for. Your electronic cover letter should be positioned at the top of the message and a copy of your resume should be pasted below it – preferably in electronic format. You may also attach a Word version as well.

## **POWER YOUR SELF-MARKETING PLAN**

### **E-Mail Guidelines**

#### ***Utilize a Professional E-Mail Account***

When setting up your e-mail account keep professionalism in mind. Remember that your e-mail address can say a lot about you. How do you want to be represented to a potential employer? Incorporate your name into your e-mail address if at all possible. (Try rjones instead of harleyhog.) Be sure to incorporate your e-mail address into your resume and cover letter headings.

#### ***Use Clear Subject Lines***

Create a subject line that can help the recipient easily identify you and the reason you are corresponding with them. For example, instead of “Resume” as a subject line, consider “Smith Resume - Job Posting #12345. When submitting your resume for an actual position, be sure to reference the job number and/or title.

#### ***Keep It Simple***

Keep your e-mail message brief and to the point, but give enough information so that the reader understands the message. If you have more detailed information that you feel is critical to share, either pick up the phone or send a formal cover letter. When submitting your resume, paste a copy of your electronic resume directly into the body of the e-mail, under the letter and attach a formatted version.

#### ***Watch Out for Excessive Punctuation***

Avoid using too much punctuation in your e-mail correspondence. As with the fancy fonts, color, and graphics, this takes away from the message.

#### ***Include Salutations and Closings***

Even though you are using a less formal form of communication in an e-mail, it is still proper to use an opening greeting and end with a closing. Under the closing, type out your full name and e-mail address since some servers do not automatically show this information.

#### ***Don't Expect an Instant Response***

Although e-mail is always faster than the US Post Office, don't assume that the reader will get it, read it, or respond to it immediately. Be patient in waiting for an answer to an e-mail message. Remember, when you are in a job search, what seems urgent to you, may not be so time sensitive to your reader.

## POWER YOUR SELF-MARKETING PLAN

### *Letter Template* *- General -*

Date

Contact Person

Title

Company

Address

City, State Zip

Dear Contact Person:

Immediately explain why your background makes you the best candidate for the position for which you are applying. Keep the first paragraph short and hard-hitting.

Detail what you could contribute to this company. Mention your education and any business accomplishments related to internships if applicable and recent. Show how your qualifications will benefit this firm. Remember to keep this letter short; few employers will read a cover letter over one page.

Describe your interest in the corporation. Subtly emphasize your knowledge about this firm (the result of your research effort) and your familiarity with the industry. You should present yourself as eager to work for any company with which you interview.

In the closing paragraph, you should specifically request an interview. Include your phone number and the hours when you can be reached. Alternatively, you might prefer to mention that you will follow-up with a phone call to arrange an interview at a mutually convenient time within several days.

Sincerely,

*Sign your full name here*

Your Full Name

## POWER YOUR SELF-MARKETING PLAN

### *Letter Template - Networking -*

Date

Contact Person

Title

Company

Address

City, State Zip

Dear Contact Person:

State how you know this person or who told you about them and relate the connection between yourself, the person who referred you and the recipient of the letter.

State the specific reason you are writing, the events that have led to the letter or call and how you want them to help you. Mention your education and any business accomplishments related to internships if applicable and recent.

Send them any information that will help them help you... clippings, bio, etc. You may send a resume, although sometimes doing so before a meeting of this kind may make the contact person feel hiring pressure. (It is better to take your resume to the meeting and offer it either by way of introduction or at the end of the meeting, which ever seems most appropriate.) Ask if you can call them or meet with them and if the timetable for your call is convenient.

Sincerely,

*Sign your full name here*

Your Full Name



## POWER YOUR SELF-MARKETING PLAN

### *Letter Template - Search Firms / Employment Agencies -*

Date

Contact Person

Title

Company

Address

City, State Zip

Dear Contact Person:

Give a brief one-sentence description of yourself and the type of position for which you are searching.

Mention your education and any business accomplishments related to internships if applicable and recent.

Provide some narrative about two to three recent accomplishments that will be helpful to the recruiter to market you to any client that they may have.

- Relevant background and experience or accomplishment
- Relevant background and experience or accomplishment
- Relevant background and experience or accomplishment

Provide some information about your desired salary range and geographic preferences in a broad-brush style.

State that you have enclosed your resume and that you will call to answer any questions and to gain their insights into your marketability.

Sincerely,

*Sign your full name here*

Your Full Name

## POWER YOUR SELF-MARKETING PLAN

### *Letter Template - Response to Advertisement -*

Date

Contact Person  
Title  
Company  
Address  
City, State Zip

Dear Contact Person (or use Dear Hiring Manager if no name is provided):

State position you are applying for, where you saw the ad, the date, and that you are an ideal or good match for this position.

Give a brief description of your applicable professional background. Mention your education and any business accomplishments related to internships if applicable and recent.

List the requirements they list in their ad and your matching qualifications in a bullet fashion with their requirements on one side and your qualifications on the other.

#### **YOUR REQUIREMENTS:**

List the requirements stated in the ad.

Example:  
Background in services-oriented environment  
such as consulting and/or facilities  
management

#### **MY QUALIFICATIONS:**

List your key qualifications that match the requirements.

Example:  
18-year career in service industries.  
Experience as internal consultant and  
consulting manager

List any other pertinent information that is relevant. You may also consider whether to include salary history if asked.

State again your interest, state enclosure of your resume and list your contact information.

Sincerely,

*Sign your full name here*

Your Full Name

## POWER YOUR SELF-MARKETING PLAN

### *Letter Template - Targeted Marketing -*

Date

Contact Person

Title

Company

Address

City, State Zip

Dear Contact Person:

Open with a high impact statement that relates something you read or saw that links you to this person or organization.

Provide a brief narrative about how your experience and qualification are of interest to them. Mention your education and any business accomplishments related to internships if applicable and recent. Highlight specifics that will be of interest to them.

- Relevant background and experience or accomplishment
- Relevant background and experience or accomplishment
- Relevant background and experience or accomplishment

State your availability and offer to contact them within a certain time frame to arrange a brief meeting (20 minutes).

Sincerely,

*Sign your full name here*

Your Full Name

## POWER YOUR SELF-MARKETING PLAN

### *Letter Template - Follow-Up to Networking Meeting -*

Date

Contact Person  
Title  
Company  
Address  
City, State Zip

Dear Contact Person:

Express appreciation for the meeting or conversation.

Relay how they helped you, how what they provided was beneficial.

Convey any action you are taking that is related to them.

Thank them again for their help and support.

Sincerely,

*Sign your full name here*

Your Full Name

## POWER YOUR SELF-MARKETING PLAN

### *Letter Template* *- Follow-Up to Interview -*

Date

Contact Person  
Title  
Company  
Address  
City, State Zip

Dear Contact Person:

Remind the interviewer of the position for which you were interviewed, as well as the date. Thank him or her for the interview. State your appreciation for their time and for any explanations they might have given you relating to the job responsibilities.

Mention your continued interest in this position and ways in which you are a good fit for the opportunity. Emphasize any points that were brought up in the interview that were particularly important to them and reiterate your qualifications for this position.

If there were any concerns revealed that you were questioned with, you may want to acknowledge, redirect and show skills that minimize a concern. Be careful not to bring up a concern in your own mind that may not be a concern of theirs.

Repeat your enthusiasm and interest and close with any acknowledgement of communication agreements.

If appropriate, close with a suggestion for further action, such as a desire to have additional interviews. Mention your phone number and the hours you can be reached. Alternatively, you may prefer to mention that you will follow up with a phone call in several days.

Sincerely,

*Sign your full name here*

Your Full Name

## POWER YOUR SELF-MARKETING PLAN

### *Letter Template - Acceptance of Offer -*

Date

Contact Person

Title

Company

Address

City, State Zip

Dear Contact Person:

Be brief and gracious in your acceptance of their offer.

Express thanks and enthusiasm.

Confirm any terms that are appropriate such as start date, salary, and benefits.

Sincerely,

*Sign your full name here*

Your Full Name

## POWER YOUR SELF-MARKETING PLAN

### *Letter Template* *- Thank You for Networking Assistance -*

Date

Contact Person

Title

Company

Address

City, State Zip

Dear Contact Person:

Be positive about the way you were assisted.

Clarify how you were assisted... exactly how you benefited.

State your willingness to help them if you can and be appreciative of their time and efforts.

Sincerely,

*Sign your full name here*

Your Full Name

## POWER YOUR SELF-MARKETING PLAN

### *Letter Template* *- Job Search Completion Update and Thank You -*

Date

Contact Person  
Title  
Company  
Address  
City, State Zip

Dear Contact Person:

Inform the recipient that you have accepted a new position. Tell them a little about the new opportunity in general terms.

Provide a little more detail about the job and how it fits your interests and experience.

Thank them for their time during the course of your search. Cite any specific things they did to help you during your search and ways they impacted the success of your overall experience.

Beginning on this date, I can be reached at:

[Put new contact information for job here.]

Sincerely,

*Sign your full name here*

Your Full Name



## POWER YOUR SELF-MARKETING PLAN

### *Letter Sample* *- General Networking -*

Date

Mr. James Newjob  
Executive Vice President  
ABC Company  
123 Any Street  
Any City, US 00000

Dear Mr. Newjob:

In recent discussions with John Jobhunter and Al Resumewriter, they suggested that you might be able to provide me with some information and counsel regarding career options within our industry.

I recently completed my MBA with a concentration in Marketing at Distinguished Business School and during my apprenticeship with the XYZ Company, I was involved in a consolidation and staff reduction. After carefully analyzing my capabilities and experience, I believe that my greatest strengths are initiating and building competitively advantaged businesses by creating differentiated products, services, and marketing designed to improve the bottom line. The enclosed resume will give you a more complete understanding of my background and objectives.

I am not writing to ask for a position or expecting you to know of one. Rather, I would appreciate meeting with you to discuss relevancy of my experience in other commercial markets. Because you have broad experience in our industry, you may be able to suggest approaches and contacts. I would appreciate this very much.

I will call next week to arrange a brief meeting or a time when we may talk by phone. In the meantime, you may reach me at (000) 000-0000.

Sincerely,

*James Meridian*

James Meridian

## POWER YOUR SELF-MARKETING PLAN

### *Letter Sample* *- Search Firms/Agencies -*

Date

Mr. James Newjob  
Executive Vice President  
ABC Company  
123 Any Street  
Any City, US 00000

Dear Mr. Newjob:

If you should receive an assignment for a seasoned executive with strong analytical and marketing skills, I would welcome your client's consideration. I would be interested in and qualified for the following types of situations and needs:

- Improving business operating performance through focus and team development
- Opening new markets through effective product design and marketing approaches
- Building a customer-driven marketing organization
- Developing alternative distribution channels into existing markets

The enclosed resume outlines my academic and professional history with several leading companies in the financial and information services industry.

Significant contributions in senior line and staff positions include marketing and product development for both consumers and small businesses; turn-around and profitable growth of nationally ranked credit card programs; company and portfolio acquisitions; and leading strategic and operational planning for divisions of large corporations.

My objective is a senior marketing or general management position. My salary requirements are in the low six figures and, while I would prefer to remain in the Northeast region, relocation for the right opportunity is not an obstacle. If my qualifications match your current search needs, please contact me at (000) 000-0000.

If I can be a resource for any other search that you are conducting, please feel free to call.

Thank you for your consideration.

Sincerely,

*James Meridian*

James Meridian

## POWER YOUR SELF-MARKETING PLAN

### *Letter Sample* *- Response to Advertisement -*

Date

Mr. James Newjob  
Executive Vice President  
ABC Company  
123 Any Street  
Any City, US 00000

Re: Human Resources Opportunities

Dear Mr. Newjob:

In response to your advertisement in the June 20th, National Ad Search publication, I have listed some of my qualifications to parallel your stated requirements.

#### **Your Requirements:**

- Experience in recruitment and staffing.
- Experience in the areas of EEO, Affirmative Action, employee relations.
- Benefits experience.
- Experience with Microsoft Office Suite.

#### **My Qualifications:**

- Direct recruitment experience with outside agencies and Corporate HR department.
- Managed recruitment function for \$50 million sales organization.
- Experience with writing Affirmative Action Plans, coaching managers, conducting employee trainings.
- Established the contracts, plans documents, and SPDs for Unique Software, Inc.
- Worked with Microsoft Office at Unique Software, Inc.

I have attached a copy of my resume to further highlight my accomplishments. My salary at Unique Software, Inc. was in the \$85k+ range per year with bonus potential, however, in regard to compensation, I am open to negotiation.

Sincerely,

*James Meridian*

James Meridian

## POWER YOUR SELF-MARKETING PLAN

### *Letter Sample - Targeted Marketing -*

Date

Mr. James Newjob  
Executive Vice President  
ABC Company  
123 Any Street  
Any City, US 00000

Dear Mr. Newjob:

I saw the recent article in *Trucking Age* that mentioned your company is going to begin building a "new generation" of modern, lightweight trailers for heavy commercial use. I was very interested in your emphasis on streamlining to reduce wind drag and on your intention to use aluminum, stainless steel, and composite resin fabrication in building these trailers.

To accomplish this new generation build, you probably will need people experienced in the latest resins, coring materials and carbon-based lay-ups. I have a great deal of expertise in such fabrications and I am writing to see if there might be a contribution I could make to Werner International in connection with these new trailers.

My background has been in high-technology, high-stress commercial and recreational shipbuilding. I have over ten years of experience working in these areas for Big Boat and Ship in New York. I also have managed and trained technical staff in working in E-glass, S-glass, and conventional resins. I am sure my skills and experience could be put to use in the building of relatively low-stress commercial trailers.

I will follow up with you in a few days to see if my background and skills might be of use to ABC Company as it goes into this exciting new fabrication area. In the meantime, you may reach me at (000) 000-0000.

Thank you for your consideration.

Sincerely,

*James Meridian*

James Meridian

## POWER YOUR SELF-MARKETING PLAN

### *Letter Sample* *- Follow-Up to Networking Meeting -*

Date

Mr. James Newjob  
Executive Vice President  
ABC Company  
123 Any Street  
Any City, US 00000

Dear James:

It was a pleasure to meet with you today. I am grateful for the time you took out of your busy schedule to assist me in my job search.

I was most intrigued by your views on management theory and have bought latest book that you mentioned. I'm sure I will find it fascinating as well. I have contacted Ruth Jobhunter and Walter Resumeman and both have agreed to meet with me next week. I will let you know how those meetings turn out.

I would like to keep you abreast of my progress during my search. Thanks again for your kind help and support. After I land my next position, I hope to reciprocate in some way.

Sincerely,

*James Meridian*

James Meridian

## POWER YOUR SELF-MARKETING PLAN

### *Letter Sample* *- Follow-Up to Interview -*

Date

Mr. James Newjob  
Executive Vice President  
ABC Company  
123 Any Street  
Any City, US 00000

Dear Mr. Newjob:

I very much enjoyed our meeting and the opportunity it gave me to understand your requirements for the Vice President of Marketing position.

You emphasized the importance of your plans for the energy market. I hope that my account of how I managed the rate increases in this area demonstrated my capabilities. You also referred to the importance of working smoothly with the functions of manufacturing and R&D and, as I indicated, at XYZ Corporation I established good relations with these functions, with the result that we were able to develop the required products, achieving sales of over \$200 million.

The demand to influence the sales function without direct authority in that area presents no problem to me, because at XYZ I was able to achieve systematic selling without line authority over the people in the function.

I am very enthusiastic about your business plans, your growth objectives, and the clear sense of teamwork I sensed in our discussions.

As we agreed, I shall call you by mid-May if I have not heard from you by then. I look forward to talking with you then.

Sincerely,

*James Meridian*

James Meridian

## POWER YOUR SELF-MARKETING PLAN

### *Letter Sample - Acceptance of Offer -*

Date

Mr. James Newjob  
Executive Vice President  
ABC Company  
123 Any Street  
Any City, US 00000

Dear Mr. Newjob:

Thank you very much for the trust you have shown in me, and my qualifications, by making me an offer to join your accounting team. Please receive this letter as my formal acceptance of your employment offer. I am very excited to join the ranks at ABC Company, and I hope to quickly make a contribution to your highly qualified accounting staff.

Yesterday I submitted a formal resignation notice to my current employer, and have arranged an available start date of December 9<sup>th</sup>, as you requested. I will contact you this week to confirm this date, and provide any additional information you might need.

In the interim, be assured of my continued enthusiasm with this great opportunity to join ABC Company.

Sincerely,

*James Meridian*

James Meridian

## POWER YOUR SELF-MARKETING PLAN

### *Letter Sample* *- Thank You for Letter of Recommendation -*

Date

Mr. James Newjob  
Executive Vice President  
ABC Company  
123 Any Street  
Any City, US 00000

Dear James:

I appreciate the kind letter of recommendation you wrote to assist me in my job search. Yesterday, I received an offer to begin work as a Staff Accountant with ABC Corporation. Your praise of my internship work at Some Corporation definitely contributed to my success.

If there is anything I can do in return, please contact me. Thank you again.

Sincerely,

*James Meridian*

James Meridian



## POWER YOUR SELF-MARKETING PLAN

### *Letter Sample* *- Job Search Completion Update and Thank You -*

Date

Mr. James Newjob  
Executive Vice President  
ABC Company  
123 Any Street  
Any City, US 00000

Dear James:

I am pleased to let you know that after an extensive search I have accepted a position at ABC & XYZ, in Any State. My challenge will be to administer the business affairs of this law firm so that the 26 partners and 23 associates can devote their time and talents to the practice of law on behalf of their clients.

I am particularly excited about this opportunity because it allows me to utilize a variety of finance, administration, human resources and general management skills I have acquired over the past 25 years.

Thank you again for your time and help during the past nine months. I particularly appreciate your support by putting me in touch with others to expand my network.

Beginning May 18<sup>th</sup>, I can be reached at:

ABC & XYZ  
000 Route 000  
P.O. Box 000  
Any Town, US 00000  
Telephone: (000) 000-0000.

Sincerely,

*James Meridian*

James Meridian