**RECOMMENDED JOB-HUNTING PROCESS – 10 STEPS TO SUCCESS**

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Figuring out how to advance in my career from making French fries at the McDonalds store as a teenager living in Albuquerque, NM, to serving in senior marketing management jobs in Orange County including national Marketing Manager at Hyundai’s captive finance company, took some doing. The following checklist comprises the tactical steps I’d recommend to find a job.

1. **Define Your Goals:** Make a list of what kind of job you are seeking including such things as title, industry, location, minimum salary, etc. Note that if you live to 100 years old, and you work 50 years of that time (say 18 years to 68 years old, or something like that), you’ll work approximately 2,500 weeks (and live 5,200 weeks), so you’ll want to make great choices for yourself. As they say, “Life is Not a Dress Rehearsal!”
2. **Prepare Your Job-Hunting Tools:** Create or update all of the traditional things you’ll need, including your Resume and a Job Portfolio (or file) with samples off your work. I’d also establish a LinkedIn page and basically include the information in your resume. I’d also suggest asking a trusted colleague to review all of your materials to suggest improvements in content, format, etc. and seek out any grammatical hiccups or typos.
3. **References:** Contact those 2-3 trusted individuals you will be using as references, asking for their permission to cite them, confirm their contact information, send them a copy of your resume, and suggest 2-3 key things you’d like for them to say about you and your work performance.
4. **Invest in Some Professional Looking Interview Clothes:** You can wear your old suite (but definitely have it cleaned), but I prefer buying a new suit, if not a couple of sharp-looking shirts and ties, to feel good about my presentation.
5. **Target Employers Checklist**: Compile a list of job-hunting sites, target employer’s websites, etc. to visit every week (I typically do this every Sunday afternoon), and print out the descriptions of any jobs that look of interest… to come up with a strategy to contact them.
6. **Passwords**: Many employers allow you to post your resume on their website, and I’d make up a detailed table of each employer you are applying to, including their website, what ID and any passwords you used, to quickly access you online file.
7. **Networking**: One of the better ways to meet prospective employers and other decision makers is to attend networking meetings and workshops where they are in attendance. Of course, you don’t want to stalk anyone, but developing a strategy to be in the right room at the right time would certainly be in your favor. To identify which groups to target and meetings to attend, I publish a list of the 500+ professional associations, plus several other lists on my website, at [www.nmnetlinks.com](http://www.nmnetlinks.com). For example, if you want to obtain a job at UNM, I’d suggest visiting their website to determine when they are hosting any public meetings to attend. Of course, meeting the key managers at UNM doesn’t guarantee you will be hired, but I believe by being in those rooms you will learn more about what UNM’s mission is, and what their challenges are that you could discuss with more confidence if asked to come in for an interview.
8. **Follow-up**: When you meet any one of importance at a networking event, make some notes immediately following re: their goals or challenges, and follow-up with an email sharing an article, or a link, or a referral, etc. basically anything that shows that you were listening, and that would be of help to them to achieve their goals or meet their challenges.
9. **Job-Hunting Records**: I’d create a management report of sorts, something like a Sales Activity Report, where you document and track who you contacted and when you corresponded with them, what you sent, the source of the job lead, etc. I have several sample reports I could send for your review… just let me know.
10. **Interviews**: Before showing up for a job interview, take some time to develop a list of questions you think they’ll ask and brainstorm your best answers. Then, take the list and work with someone you trust to ask you these same questions and practice answering them. This will build your confidence. Some typical questions you should anticipate include:

* Why do you want to work in this industry… at this company… in this specific job?
* What are your greatest strengths and weaknesses?
* Why are you the best candidate for the job?
* Do you have any questions?

To respond to the final question, I typically ask the following questions:

* Do you have a formal training program to learn new skills and become a top performer?
* What opportunities do you provide to take on more responsibilities and earn a promotion in this position?
* When you looked at my resume, I’d be curious, what made you stop and give me a call? What qualifications did I have that impressed you?
* What’s the next steps in your hiring process? How many candidates are you looking at, and when I can expect a call if I made the short list?

I would also recommend keeping very meticulous records of what you discuss in the interview. I create a one-page form, similar to a questionnaire/market research survey, called a Prospective Employer Profiles, that I would be happy to send you.

Good hunting!!! Stacy

**SPECIAL CASES**

1. **Seeking a Job Out-of-Town:** 
   1. I’d begin by researching the key media of target cities, including their local newspapers, informational websites such as the convention & visitors bureau, the city or economic development departments, etc. to determine which cities you would want to move to.
   2. Start making local connections by calling the presidents and/or executive directors of any related groups (I’ve been a long time member of the American Marketing Association, so I would call the president of the local chapter and ask for his/her guidance about finding a job, getting connected, when is their next meeting I could attend, etc.) And of course, contact the local alumni group from your college, etc.
   3. Ask for referrals from people who have other contacts there, such as people like me who have thousands of contacts listed on my LinkedIn page in cities worldwide.
   4. Visit each city and set up appointments to meet some of the key people you called, any old acquaintances, etc. for coffee and/or lunch.
2. **Seeking a Job Beyond Your Work Experience or Expertise:** 
   1. I’d begin by updating your resume to include any experiences, workshops, licenses you’ve earned, etc. that relate to the position you are seeking. For example, I had a friend who wanted to work in social media marketing, but had no experience in that area, so she:
      * Took some social media classes
      * Earned a Hootsuite certificate
      * Joined the local chapter of the American Marketing Association
      * Volunteered to run the website of a local nonprofit to get some real world experience and manage some promotional campaigns online that she could then include in her resume.
   2. Long term, I’d consider returning to school to earn a degree or certificates in the area of interest tied to the specific job you are seeking.
3. **The Long-Term Job Hunt – Looking for a Job That Doesn’t Exist Yet:**
   1. To stay ahead of any jobs that may come open in the future, I suggest making a list of target employers and checking their websites on a regular basis. Seriously, I review my list every Sunday afternoon, and have done this every weekend for nearly 40 years now.
   2. I would be happy to send you my personal checklist if you’d like a copy… just let me know.
4. **Seeking a Student Internship:**
   1. I’d begin this search by contacting your school’s Career Service’s office since many will post student internship positions in addition to full-time jobs. Most job-hunting sites (i.e., LinkedIn, Indeed, Monster, etc.) also post internships. Just enter “internship” as a keyword when researching job openings.
   2. I would also make a list of key companies you’d want to work for, and contact them either directly or through a LinkedIn connection to ask if they offer any internships.
   3. And finally, I’d let anyone you know who has many connections in the business community that you are seeking a student internship and if they have any recommendations for you.