

DEFINE – Your 3 W’s - #3 WHO

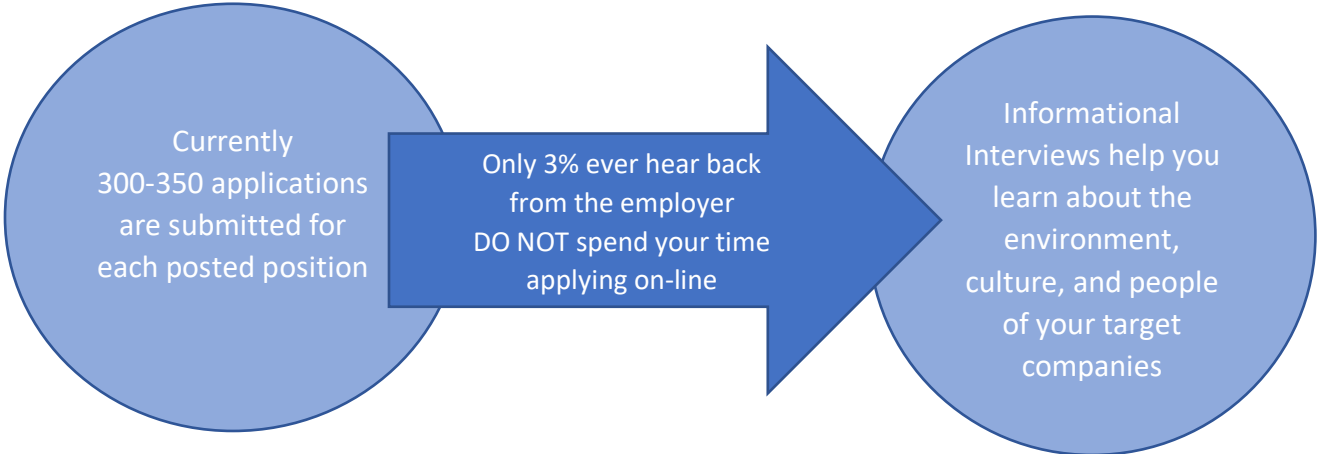
The third “W” in the DEFINE phase of your job search process is to identify WHO the people and companies are you want to meet in order to move forward. I have found the best way to keep track of that information is to use a Marketing Plan.

A Marketing Plan is used for networking one-on-one to keep your search moving forward as you build your network of connections that are in the same or similar roles as you want.

Marketing Plan categories: page 3 has a sample Marketing Plan template

Contact Information	Positioning Statement/Value Proposition “I do the following...”	Core Competencies
Target Industries	Geographical Preferences	Work Experience
Volunteer Experience	Potential Positions (aka Job Titles being sought)	Target People
Target Companies	Target Academic Institutions	Other Employers or options

Once you have filled out the Marketing Plan, schedule three 20-minute Informational Interviews with three different people you know or want to meet. Your goal is to discuss your Marketing Plan with this person and ask who they know in the categories that you have listed on your plan. You will come away with contact names, phone numbers, and email addresses of people in your target industries, companies, or in your target role.



Bottomline: You want to establish and build a relationship with a contact that will refer you to a Decision Maker, for the job you want, at your target company.

DEFINE – Your 3 W's - #3 WHO

Bradley Richardson, CEO and Founder of Bonafide Recruiting & Advisory, recommends using his 3-P's to find people at your target company. He says your job is to find those who hold the Power, experience the Pain and have the financial capacity to bring you on board and Pay you.

The 3 P's to identify for each role.

- **Power**-The person with the power to hire, the decision maker in the organization.
- **Pain**-The person with the pain. Research to understand their pain and use your value proposition, your skill set, to illustrate how you would solve their problem.
- **Pay**-The person who holds control of the budget and holds the influence for spending money.
- This person(s) is not HR or a Recruiter as do not have the power or influence. These roles may be held by multiple people.

Bradley Richardson is CEO/Founder of Bonafide Recruiting & Advisory works with C-Level and Executive Search in Dallas/Fort Worth, Minneapolis, and Atlanta. <https://www.linkedin.com/in/imbradleyrichardson/>

Your Marketing Plan is an effective tool when used as the basis for an Informational Interview to build a trusted relationship with another job seeker. This relationship can benefit you both during your job search and, if nurtured, throughout your working career and life.



Meet Reid

I loved my role as a career counselor in the Army. After military retirement, I would be looking for something of a similar passion in a civilian role. My initial idea was something in human resources or a staffing field. My talents shine best when I bring together a candidate and an employer in a perfect fit. Learning how to make an impactful personal introduction and making connections with people in roles “where I’d like to be” are skills I will need to develop. --- Reid H.

DEFINE – Your 3 W’s - #3 WHO

Marketing Plan Template

Your Name

City, State 999.999.9999
LinkedIn URL linkedin.com/in/name
Email

Twitter Handle
Instagram
Facebook

Career Interest:

Have Informational meetings to explore career possibilities
Research Occupations using ONET >> <https://www.onetonline.org/>

Positioning Statement:

I do the following ... in a few brief sentences

Core Competencies

- Project Management
- Vendor Management
- Space Planning
- Management

Target Industries

- Facilities Management
- Commercial Real Estate
- Higher Education
- Contract Furniture

Geographical Preferences

- Greater Richmond, VA area
- Willing to commute outside that area
- Anywhere is an option

Key Experience

- ACME
- XYZ Distributors
- The Brink’s Company

Volunteer Experience

- Red Cross
- Career Prospectors

Potential Positions

- Project Manager
- Product Manager
- Project Coordinator
- Account Manager

Target Companies | People

- **Cars-R-US**
- Name of a Mgr.
- Anyone you know.
- Energy Company
- **Employer contact may suggest**

Academic Institutions

- Owner
- Salesman
- Someone you suggest
- **VSU**
- **VUU**
- **VMI**

Other

- An individual who works here **Blank**
- Ask for others
- **Small Company**