

# The Career Search Marketing Plan

## The Purpose: To Educate your Networking Partners on your KSA and Career Goals and Objectives

The purpose of the CSMP is to educate everyone you have ever met in your entire life about your knowledge, skills, abilities, career goals & objectives. Your purpose is to give them enough information that even if they know nothing at all about your industry or career they will finally be empowered to feel comfortable enough discussing your career search goals. I believe it is your responsibility as a career seeker to educate, build and maintain rapport with all of your networking partners on a consistent basis. Once they have been given a tool to learn all about you on their level, you will get more qualified referrals. We're trying to build a team of your friends/networking partners to market your skills to as many people as possible. We are trying to peak enough interest in your qualifications that someone will finally pick up the phone to start a conversation.

Don't FORGET! Call contacts BEFORE you Send the CSMP. Catch up, build rapport & ask them to assist you with your career search. Ask them how often would be appropriate for you to follow-up with them. Give them an option of Weekly, bi-weekly, or monthly? THEN PERSERVER, Stay in touch, build rapport, become closer friends by e-mail as much as possible!

## 5 Rules for Successful CSMP Results

1. Distribute CSMP to everyone you have ever met
2. Send CSMP with a personalized **short** introduction based on the last conversation.
3. Send the CSMP after networking meetings as a follow-up tool. I.e. career search relates, trade association meetings, &/or industry workshop.
4. Take your CSMP instead of your resume to job fairs, networking meetings etc.... This will give your networking partners a reason to call you back & might strike a very interesting conversation at the event.
5. Update CSMP target companies regularly. Redistribute the updates quarterly.

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# Career Search Marketing Plan Instructions

1. Cut & Paste your customized letterhead to the new document.
2. Start with a highlight & summary of your target career title in bold. Then make sure to few sentences summarizing your top 5 skills in a short 3 sentence paragraph.
3. Identify your top five skill sets. Label the five columns with your top 5 skills. Make sure the skills identified are hot buzz words that employers request frequently in job postings.
4. Now under each new skill set create 3 bullet points that include a short description of why this skill is so valuable to the new prospective employer. Make sure each bullet point starts with a past tense ACTION word.
5. Identify your preferred desired geographical areas. Be specific.
6. List all the industries of your previous employers and target companies. Some employers can be classified under more than one industry make sure you include as many as feasible.
7. Organizational Culture. You must be specific. If you prefer a small mom & poop shop say it. If do well in a medium to large corporation say it. What ever you pet peeves were from previous employers list it so you can make sure your future employer will satisfy your inner needs.
8. List as many job Titles as possible for the target position that you are seeking. Every organization has a different title for the same position and responsibilities. List as many as 10-20 different tiles you are qualified to take. The more you list the better your referrals will be.
9. Now take all the industries listed in target industry sections and list all matching target companies under the appropriate industry heading. i.e.

**Software**

American Software

**Consulting/Application Development**

Deloitte Touche Consulting

**Hardware Manufacturers**

IBM

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