

Secrets to a Successful Job Search

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Getting Started:

- ⚡ Start with your “Blue Sky Memo” – make a list of everything you’ve ever thought of doing
- ⚡ At this early stage, you’re NOT looking for a job. You’re on a fact-finding mission, a listening tour.
- ⚡ If you could start working for one firm today, which would it be? Why?



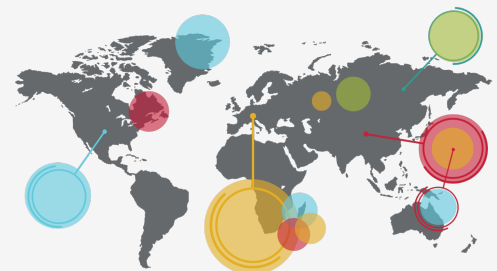
The Process:

- ⚡ Job searching is not a casual, *ad hoc* thing. You’re either all-in or all-out. No ‘Try,’ only ‘Do’
- ⚡ It’s not just about people you know; it’s the people THEY know (“Strength of weak ties”)
- ⚡ When you eventually tell the story of how you got your job, it’ll begin “A friend of a friend...”
- ⚡ Everything you hear about job searching (e.g. “No one hires in December”) is a complete myth.
- ⚡ The second biggest myth: “We’re not hiring.”
- ⚡ The biggest myth: “There are no jobs out there.”
- ⚡ Successful job search = numbers + timing. Meet as many people as quickly as you can.
- ⚡ Never eat alone. Scheduling daily breakfast and lunch meetings means forty contacts every month!
- ⚡ Three rules of the job search: 1. Network. 2. Network. 3. Network.
- ⚡ If done right, the job search will prepare you well for the job itself



Leveraging Your Contacts:

- ⚡ Create a Board of Advisors of friends and family for “You, Inc.” Keep them in the loop on your progress.
- ⚡ Send an email every Friday to your contacts. Tell them whom you meet, what you learn.
- ⚡ Regular contact keeps you “top of mind” with advisors. If they hear of an opportunity, they’ll think of you first.
- ⚡ Be persistent! People forget, opportunities slip. As long as you’re respectful and add value, you’re not a pest.
- ⚡ Don’t be afraid to swap information with other job-searchers. Leads they surface can help you, and vice versa.



Selling Yourself:

- ⚡ People hire people, not resumes. Resumes are overrated. Write a bio that tells a compelling story.
- ⚡ Don't pigeon-hole yourself. Consider all your skills and experience. Paint the broadest possible profile.
- ⚡ But employers aren't creative; they want you to be the "walking definition" of the job description.
- ⚡ If an employer is looking for someone with a different background than yours, send them a candidate.
- ⚡ If the employer is the consumer and you're the product, why should they buy you?
- ⚡ You are a brand. Define what your brand is. Then figure out a strategy to sell it.



The Offer:

- ⚡ When you're finally interviewing for the job, don't worry yet if it's perfect. First, get the offer.
- ⚡ Be patient. It takes time, but when job offers come, they can come in bunches.
- ⚡ Once you get the offer, go back to all your other prospects and say: "If you want me, it's now or never."
- ⚡ Where do you want to be in five years? Does this job get you closer to that goal?
- ⚡ Is your job in the mainstream of what the company truly cares about?
- ⚡ When you tell your best friend about your new job, will they say "What?" or "Wow!"



Your Career:

- ⚡ You're not just looking for a job – you're looking for a role that fits best in the context of your career.
- ⚡ Don't wait to be unemployed. Network every day as if you'll be jobless tomorrow.
- ⚡ Don't duck being a mentor to others, embrace it. Now you know how helpful that role can be.
- ⚡ Be a thought leader in your space. When people think about that space, they should think of you.
- ⚡ Never settle. Always be alert for the next opportunity to up-tier.
- ⚡ If there's any doubt, do more of what makes you happy, less of what makes you unhappy.



Bottom Line:

- ◀ Building your network is like saving for retirement – if you start early in your career, you'll grow a huge rolodex
- ◀ Remember, the only difference in effort and focus between the work you do leading up to finding a job, and afterwards – is you're getting paid.
- ◀ Even if you lose your job, you are NEVER unemployed. Your life's work is leveraging your network to build a career that that makes full use of your powers along the lines of excellence.



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