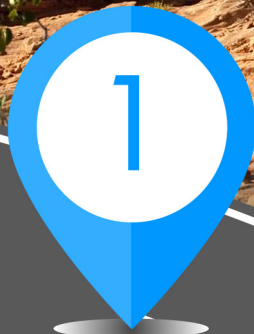


A 30-Day Roadmap to Your New Job



Your Daily Guide

By Ken Lazar
Ability Professional Network, LLC

A 30-DAY ROADMAP TO YOUR NEW JOB

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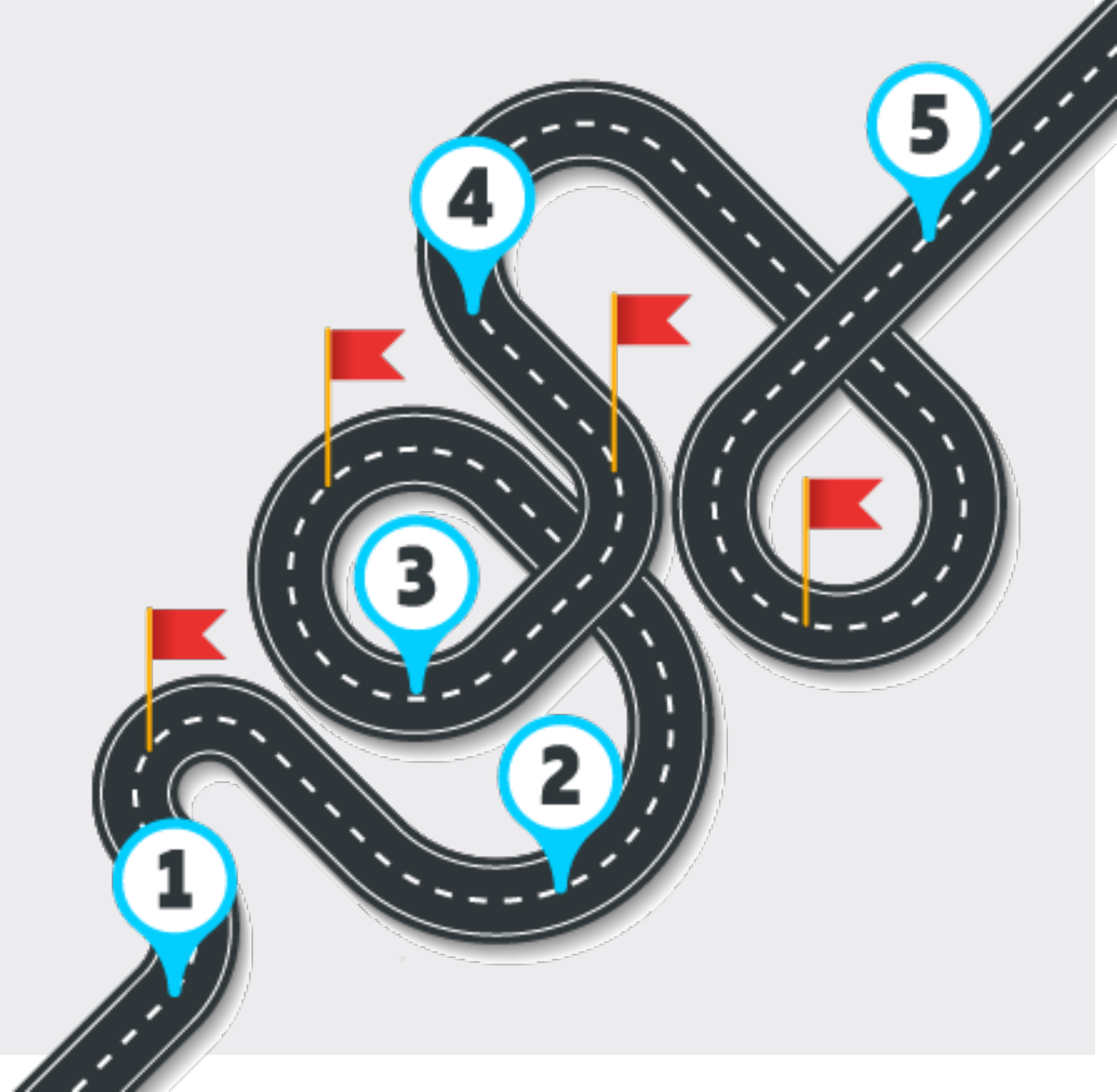
From the Author

We wrote this book because we care. We thought you might need a roadmap to help you along your journey. So here it is. This book is for you. Safe travels!

Ken Lazar
CEO, Ability Professional Network, LLC

*A 30-Day Roadmap to Your New Job is dedicated to
Nan Lazar: beautiful wife, mother,
and our best cheerleader.*

NOW, LET'S GET STARTED!



The Roadmap

Day	Milestone	Day	Milestone
1	You're Fired	18	Write Your Cover Letter
2	Get Organized	19	Write Your Thank-You Letter
3	Clear Your Head	20	Networking 101
4	Grab Your Phone	21	Networking 102
5	Identify Your Search Strategies	22	10 Rules of Networking
6	Do Resume Research (1)	23	Applicant Tracking Software
7	Do Resume Research (2)	24	Background Checks
8	12 Facts About Resume Prep	25	A Motivational Moment
9	More Resume Prep Tips	26	Three Most Crucial Interview Questions
10	Write Your Resume	27	Evaluate the Fit
11	Craft Your LinkedIn Profile (1)	28	No Talent Required
12	12 Facts About LinkedIn Profiles	29	Blue Fingernail Polish
13	Craft Your LinkedIn Profile (2)	30	Conquer Job Search Inertia
14	Build Your LinkedIn Network		Every Day
15	Share LinkedIn Updates		Our Sincere "Thank-You"
16	Choose Your Target Companies		About the Authors
17	Make Use of Staffing Agencies		

Introduction

During my career, I have had the privilege of helping thousands of job seekers find new employment. It's great work.

In advising my clients, I found that many job seekers need help navigating the job search process. They are unaware of the new technology that companies are using to recruit candidates. They don't know how to become visible to hiring managers.

Most importantly, I've found job seekers need day-to-day guidance so they don't wake up and wonder, "What route should I take today to find a new job?"

We wrote "A 30-Day Roadmap to Your New Job" to help you plan your trip from the day you're released from your old job to the day you land a new one. Each day is broken down into three sections:

Mind – This section contains your route for the day...suggested activities or important tips on job search tactics.

Body – If you have not developed an exercise or nutrition program to improve your health, now is a great time to start. This section, will give you suggested activities and ways to make your exercise routine productive and informative.

Spirit – This section offers an inspirational quote for the day...something to ponder that will help keep your spirits high.

If you need to pull off the road for a day and rest, fine. If you need to speed ahead because you've landed an interview, great! Drive on.

It is truly a privilege to be part of this very important journey in your life. We hope this information will be the road that leads to your success.

Good luck and safe travels!

Ken

Ken Lazar, CEO

Ability Professional Network



Day 1 | You're Fired

Mind

Layoffs are typically handed out on Friday. It's a terrible time. Now you have the entire weekend to stew, fret, get angry, get scared, and just generally feel bad.

You might feel:

Numb – *I absolutely didn't see this one coming. I'm shocked.*

Angry – *This is not my fault. I am a terrific employee. They're going to be sorry I'm gone. No one could have made those numbers.*

Relieved – *I hated that place anyway. I couldn't wait to get out of there. They just did me a big favor.*

Scared – *What am I going to do now?*

You arrive home carrying your box of personal effects. No one is there. Your spouse is out and the kids aren't home yet. You're sitting there in the kitchen, alone with your thoughts. Silence.

Reality sets in.

Take a deep breath. Everything will be OK. About 57,000 other people in the U.S. got fired or laid off today. You may think you're alone, but you're definitely not.

Believe me, job loss is 100 percent curable. I have never met anyone who didn't eventually find another job. The trick is to keep your unemployment

time down to a minimum. To do that, you will need to understand the current job search process.

Call your best friend and have a long talk. Try and stay positive.

Body

Lay your box down. Put on your walking or running shoes. Leave the house. Go outside for a very, very long walk. If you are a runner, hit the road. Don't be bothered by the weather. Dress properly for it. My best walks happen in the middle of the winter when I can bundle up and be alone with my thoughts.

When you are stressed, your breathing is shallow. Your heart is pounding. Your muscles are tense, and your mind is paralyzed. You can't think straight.

Get the blood flowing. Clear your head. Walk or run until you are physically drained.

Feeling better now? Absolutely.

Spirit

"Often when you think you're at the end of something, you're at the beginning of something else." –Fred Rogers



Day 2 | Get Organized

Mind

The average time it currently takes to hire a person in the U.S. is about 45 days. It's the longest time-to-hire period on record. This figure includes all workers for all positions. The higher your position on the organization chart, the longer the time it will take you to be hired.

It's simply a matter of math. The higher the position you are seeking, the lower the number of openings available. If you are a mid-career sales professional, you can count on a minimum of three months in job transition.

That's why we want you to do some things today to help prepare you and your family for your journey.

Have a family meeting. Let everyone know what has happened. Be truthful. Be optimistic. Assure them everything will be OK. Let them know that discretionary income is going to be tight. When I had my family meeting, my son asked, "Are we going to have to stop eating pizza?" (We did not.)

Find out how to file for unemployment. If you can file online, do so today.

Get copies of all your current bills, including credit cards, utilities, mortgage, insurance, college loans, medical payments, cable, and internet. Copy down the customer service phone numbers. You are going to make some calls tomorrow.

If you have a financial advisor, find his/her phone number and gather all your account summaries.

Review your cash on hand and the funds you have available through credit.

If you have not been given extended medical benefits through COBRA, find a local healthcare provider and have a conversation about medical benefits. Find out what your medical insurance options are.

Body

If you are like most hardworking Americans, you have not taken the time to do much about exercising. Now is the time to lose those extra pounds and make yourself look fit and trim for your interviews.

Remember, over 50 percent of job interview success depends upon nonverbal communication. Your clothes, your grooming, the way you stand and sit, even your handshake—they're all critically important. Now is the time to look your best., and exercise helps. Whether you choose, walking, running, weight training, or kickboxing, get on a regular schedule.

Download the "Podcasts" app on your smartphone. If you don't know how to do it, ask your 12-year-old neighbor. We are going to use this app a lot.

Spirit

"You have brains in your head. You have feet in your shoes. You can steer yourself in any direction you choose." –Dr. Seuss

Day 3 | Clear Your Head

Mind

For the past 20 years, we have been studying how people find jobs. One thing we've learned is that the job search takes people out of their comfort zones. The job search will expose you to things you have never dreamed of doing. It will force you to learn new and very valuable skills.

If you are like most job seekers, your business network is limited, your LinkedIn profile is fairly thin, and you are not a big Facebook fan. You would rather throw up than network. You are most likely not a member of a professional association, and you have not attended many after-hours events. It's OK. We are going to fix that.

To Do

- Today, we want you to rest. Take some time with your family. Try to enjoy the day. Unclutter your mind. You are about to take a journey. Be open to the new and valuable skills you will learn in order to find your next job. Take this day to grieve for your old job and begin to put it behind you. It's not your fault. Keep moving forward.

Don't Do

- Don't bash your past employer to anyone. No one wants to hear that. Whatever the circumstances, your past employer put food on your plate and a roof over your head. Things didn't work out. The sooner you can put that behind you, the sooner you will be ready to interview for your new job.
- Look online for job networking groups in your city and plan to attend their next meetings.

Body

Get up at 5 a.m. Take a long walk and watch the sun rise. Grab a cup of coffee or tea and read your local newspaper—all of it.

Spirit

Whatever your beliefs, take the time to be thankful for the blessing in your life. Many people feel that work is the first priority in their lives when it's not ... not even close. Call your pastor, priest, or rabbi. Let your spiritual leader know your situation and say you will call for an appointment.

"There is no doubt that it is around the family and the home that all the greatest virtues, the most dominating virtues of humans, are created, strengthened and maintained." –Winston Churchill



Day 4 | Grab Your Phone

Mind

Today you are going to call the customer service departments of every one of your credit card, insurance, mortgage, utility, school loan, or other accounts for which you make monthly payments. Tell customer service that you have recently lost your job and that the situation will be temporary. Determine whether they have a program that will allow you to either reduce or defer payments on your account without affecting your credit standing.

It's important to remember that it takes money to find a job. We have seen job seekers skimp on important job search expenditures and needlessly extend their search for months. We know money is tight. The money that you spend up front will pay great dividends by shortening your search.

Plan to get your headshot professionally taken for your LinkedIn profile. Many department stores have a photography studio on site. Your dress should be business formal.

Do not use a snapshot or a photo from a wedding or some other event where your significant other was cropped out for your LinkedIn profile. Your headshot is important because it represents your brand. This will be money well spent.

Review your wardrobe. You will need at least three business-formal interview outfits. Make sure your clothes are up to date. Your interview success will be based upon nonverbal communication, and that includes how you look. When in doubt, ask a good friend to critique your interview outfits.

Call three friends and let them know you are in job transition. Attend any job networking group meeting.

Body

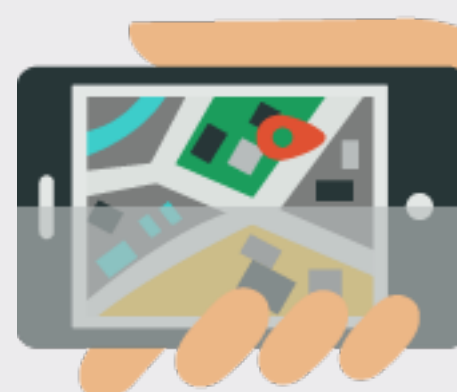
Working puts stress on your mind and body. Now, you need to adjust to a new type of stress: being unemployed.

You will need to make an adjustment in your diet to help your organs deal with this stress. Ditch the fast food and the soft drinks. Feed your body lean protein, vegetables, and fruit. Eat often and eat light.

Walking is the most economical and best forms of exercise. During your walks, we will introduce you to the new world of podcasts. They are free, the topics are relevant, and listening will change your life. Have you downloaded the podcast app to your smart phone as we suggested earlier?

Spirit

"We cannot solve our problems with the same thinking we used when we created them." –Albert Einstein



Day 5 | Identify Your Search Strategies

Mind

Today is the most important day of your job search: the day you determine your short-term and long-term search strategies.

Career Dilemma: If you're like most professionals, you have changed paths one or more times during your career. Now that you're in job transition, you'll need to make an assessment of your experience and qualifications to develop an effective job search strategy. Determining which jobs you are qualified to fill will shorten your job search by many weeks.

Here's how your job search strategy should work:

- **Short-Term Strategy:** Based upon your current position, formal and continuing education, certifications, and other specific hard skills, *determine what position you are most qualified to fill right now*. Recruiters and hiring managers are looking for specific experience and qualifications to fill open positions. The closer you come to meeting their requirements, the better chance you will have to get an interview.
- **Long-Term Strategy:** If you are considering changing jobs or career fields, determine what your long-term goal will be (one to three years from now). Google search the resumes of candidates who currently hold the position you want. Review the qualifications, education, certifications, professional organizations, interest groups, and target companies associated with those candidates. They are your competition.

If your short-term and long-term strategies are the same, great! If not, the first step in achieving your long-term goal should be to achieve your short-term goal. Why? Financial pressures are real, and they can be daunting. It is easier to dream about what you want to do with the rest of your life when you can pay the mortgage. Get a job, and then work on your long-term strategy..

Evaluate your long-term goal, determine what you will need to develop to meet the qualifications of this new position. Make a list of the milestones that you will have to meet and the timeline for meeting them.

Join professional organizations and associated within that field and start networking. Build your LinkedIn network. Join and participate in LinkedIn groups. Start the process of obtaining the proper certifications.

You are taking a major step in actively planning your career. Most people take more time in planning their vacations.

- Today, go to the main branch of your public library. Grab a librarian and ask him/her to give you a tour of all the resources the library offers for job seekers. You will be amazed.

Body

Once you have determined the exact position you are seeking, you are going to feel a lot better. Planning a definite course is half the battle in your job search. Job seekers whose searches are a mile deep and a foot wide find jobs much quicker than those whose searches are a mile wide and a foot deep.

It's been a long day. Relax.

Spirit

"A point in every direction is the same as no point at all." –Harry Nilsson, "The Point!"



Day 6 | Do Resume Research (1)

Mind

You are going to need a resume. Very few professionals that I know have successfully landed a new job without one. Most people think that a resume is just a reverse chronological summary of their career, but it is much more.

Your resume is a marketing document. Yesterday, you developed your short-term and long-term strategies. Your resume now needs to be crafted to fully support the target position you are seeking now. Before you begin, you need to do some research.

Go online and preform a Google search to find resumes of others who are looking for your target job. Type in the general title of your next position followed by the word “resume” and then click on “Images”. An example of this search would be “Sales Manager”. The search will produce hundreds of resumes of sales managers. Print off a few of the best ones.

Next, perform a search for your target position on several job boards such as Indeed.com, Ziprecruiter.com, and LinkedIn Jobs. Print off several open positions that meet your qualifications. You now have several resumes of your competitors, as well as several job descriptions for your target position.

You now have a pretty good idea of what you need to say. Use the keywords and phrases you found in competitors’ resumes and open positions to craft your own powerful resume.

Your resume is a living document. You will be slightly modifying your resume to match the qualifications and keywords in each position you apply for.

Resume

- Call three friends today and let them know you are in job transition.
- Create an email signature for your outgoing emails. Include your name and phone number.

Body

Remember that Podcast App we asked you to download to your smartphone on Day One? It’s time to subscribe to several informational and motivational podcasts that will get you started every morning. Here are a few of my favorites:

Radiolab | The Way I Heard It with Mike Rowe | Freakonomics Radio | TED Radio Hour | “Choiceology” with Dan Heath | 1-3-20 by Dan Pink | NPR Up First

Wake up early this morning put on your running or walking shoes, grab your smartphone, put on your earphones, and go for a brisk walk while listening to a podcast.

Spirit

“Believe in yourself! Have faith in your abilities! Without a humble but reasonable confidence in your own powers you cannot be successful or happy.” –Norman Vincent Peale

Day 7 | Do Resume Research (2)

Mind

Today, I want you to go dig up the company data you've saved from your previous jobs: old sales reports, Daytimers, Franklin Planners, electronic calendars, expense reports, proposals, and any other documents you have in your possession. Use these resources to jog your memory and reconstruct significant accomplishments in your career.

Call past colleagues with whom you still have good relationships and pick their brains about successful projects that you may have worked on together.

Try to develop three to five significant accomplishments for each position you have held in the past. Try to be as specific as possible about how the successful outcome positively affected the company. Use as much quantitative data as possible. The numbers count.

Most people develop their resumes by defining their responsibilities without showing the recruiter what they ultimately accomplished. When describing a responsibility or telling the reader what you did in any position, pause and rewrite your statement to include what you accomplished and how it positively affected the company or your team.

Gather information on your formal education, continuing education, training, and certifications you have earned in your field.

Gather information on any community activities, nonprofit organizations, fundraisers, and/or committees on which you have served. If you have secured patents or published articles, collect that information too.

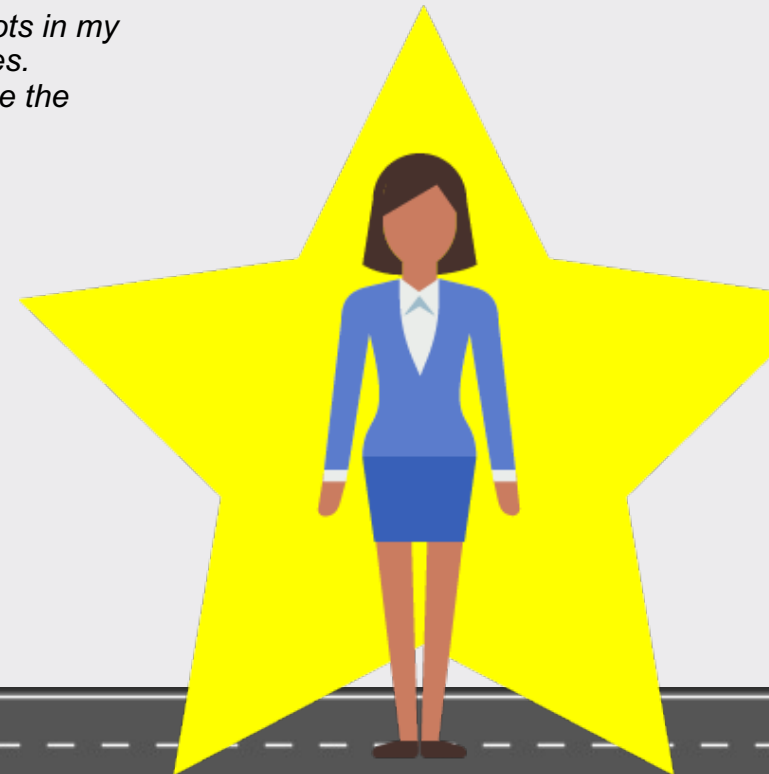
- Your resume has one purpose: to help get you an interview.

Call your primary unemployment office and ask to make an appointment with a career counselor. Listen to the advice you get. See if there are any programs available for unemployed people.

Body

Grab your phone, put on your exercise shoes, plug in your headphones, and go on a two-mile walk/run. Listen to a different podcast today. At the beginning and at the end of your walk/run, do some basic stretching exercises. YouTube is a great resource for how-to videos on stretching.

"I've missed more than 9,000 shots in my career. I've lost almost 300 games. 26 times, I've been trusted to take the game winning shot and missed. I've failed over and over and over again in my life. And that is why I succeed."
—Michael Jordan



Day 8 | 12 Facts About Resume Prep

Mind

Here are 12 things you need to know before crafting your resume:

1. Everyone will have an opinion about your resume. Listen only to those people who can hire you. If they like your resume, then it's a great resume.
2. You should title your resume with the job title you are seeking. The body of your resume must support that title.
3. The career objective is obsolete. Use a value statement instead. Companies are interested in what you can do for them, not what they can do for you.
4. Your resume, LinkedIn profile, business card, personal website, and other social media content must send a consistent message.
5. No recruiter or hiring manager likes to receive a "functional resume". So if you don't know what a functional resume is ... fine.
6. Keywords that support your job objective must appear in your resume multiple times for your resume to get a high ranking by applicant tracking software.
7. The first half of your resume is the most critical. Get your message across early.
8. Refrain from using bullets or other symbols that will be interpreted differently by different software. Stick with what is on your alphanumeric keyboard and leave out the fancy symbols and shapes.
9. Quantitative data is king. Use this type of data when stating your accomplishments.

10. Your resume should be two full pages ...three at the most.

11. You should not go back more than 15 years unless you have a good reason.

12. Your resume must be free of typos!

A resume is a very emotional document to most people. Job seekers spend a great deal of time agonizing over word selection. Remember, the purpose of your resume is to get an interview. You have about 15 seconds of the recruiter's time.

The recruiter is going to look at the title of your resume, scan your value proposition, look at your "Strengths and Expertise", scan the summary of your last job, and look at your education. Then, the recruiter will decide whether or not to call you.

If you are not a member of a professional sales association, now is the time to join one. Go online and find out who the president is. When you call and ask to join, see if there's a discounted rate for job seekers.

Body

Walk for two miles or go to the gym. Listen to the "Radiolab" podcast. "Radiolab" is an incredibly well-produced podcast.

Spirit

"I know what I have to do now. I've got to keep breathing because tomorrow the sun will rise. Who knows what the tide could bring?" –From the movie "Cast Away"

Day 9 | More Resume Prep Tips

Mind

We look at hundreds of resumes each week. The overwhelming majority of them are poorly written, and most have formatting issues. Most job seekers write their resumes with the thought that recruiters print them off and review them on paper. This is not the case.

Most resumes that are submitted to companies online are reviewed online after they have been automatically entered into the company's Applicant Tracking Software (ATS). If your resume includes symbols such as bullets, arrows, or checkmarks, there is a strong chance the ATS will not interpret these symbols properly .

A bullet may come through as a question mark when viewed by the software. If your resume includes blocks of content that appear outside the normal formatting of a resume—such as testimonials or qualifications—the integrity of that formatting may not be upheld.

Some candidates make the mistake of including their contact information (name, street address, email address, and phone number) in the header function of a resume in Microsoft Word. Information contained in the header or footer of a resume constructed in Word is often not recognized by the ATS, meaning your resume may be parsed into the system without any contact information.

An ATS cannot read scanned resumes. The software considers them as photographs. Generally, resumes that are submitted in a .pdf format have a lower chance of being parsed correctly than resumes written in Microsoft Word.

To Do:

- Craft your resume in Microsoft Word. Try to use only characters in the alphanumeric keyboard , not symbols.
- Call three more friends today and let them know you are in job transition.

Don't Do:

- Get cute with your formatting.

Body

Let's talk about nutrition. If you don't do it already, start eating breakfast every day. Eat a serving of fruit, fiber, and protein. Consult your doctor regarding any food allergies you may have. Stop drinking soft drinks and start drinking water.

Spirit

"Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do, so throw off the bowlines, sail away from safe harbor, catch the trade winds in your sails. Explore, Dream, Discover."
—Mark Twain



Day 10 | Write Your Resume

Mind

By this time, you have gathered all the information to prepare your resume and you know all our resume tips. You now have two choices: write your own resume or take your information to a professional resume writer.

If you have a solid background in English and grammar, by all means write your own resume. If you don't, interview several resume writers in your city and hire one that you feel will represent you properly. It's money well spent.

If you write your own resume, we have a format that we like to use. The body of the resume is in Garamond 11-point font with a slightly larger font for headings. Never use a font smaller than 11 points for the body of your resume.

The first half of this resume can be easily customized to match the description of the job you are applying for. You can modify the title and value proposition of your resume to address the requirements of the role. The nine to twelve keywords and terms you include in the "Strengths and Expertise" section will immediately alert the reader that you have the background necessary for the position.

Write a brief statement under each company name that describes its primary business. Unless you have worked only for Fortune 100 companies, recruiters will need this information.

Remember, the first half page of your resume is the most important. If the reader scans your resume and feels you are qualified for the position, he/she will read further. Otherwise, the reader will not continue to read your resume, no matter how well it is written.

- If you do not have a Facebook account, start one. If you do have an account, review your profile and make sure all your contact information is correct. Review all the posts in your timeline and delete those that are inappropriate. Facebook will be one of the tools we will use in your job search. You may feel that Facebook is a waste of time. It's not. Facebook has nearly two billion active users. Don't be conspicuous by your absence.

Body

Go to a local park and take a long walk. Pet everybody's dog. See how good that makes you feel?

Spirit

Make this a family day. Whatever your beliefs, take the time to be thankful for the blessing in your life. Have a terrific day. You deserve it.

"Everyone has been made for some particular work, and the desire for that work has been put in every heart. –Rumi



Day 11 | Craft Your LinkedIn Profile (1)

Mind

LinkedIn is the most widely used social network for professionals on the internet. It is the network of choice for recruiters. Recruiters and hiring managers always review your LinkedIn profile before contacting you.

Your LinkedIn profile is as important to your job search as your resume. It reflects your personal brand and your professional persona. When a recruiter views your LinkedIn profile, he/she should immediately be able to determine if you are a qualified candidate for an open position.

Professionals use LinkedIn for different purposes. Some use it for recruiting, some for prospecting or to connect with other professionals in their fields. You are now in job search mode, so your approach to LinkedIn will need to be targeted to that purpose.

Your profile needs to be complete to give you high visibility on the network. LinkedIn is constantly changing its user interface, so the factors affecting the visibility of your profile will change as well. Generally, the more complete your profile is, the better it will show up in searches.

Today, make a few basic edits to your profile:

1. Go to your “Account Settings” and turn off “Sharing Profile Edits”. (You’ll turn that option back on when you are finished editing.)
2. Upload your professionally taken headshot.
3. Make sure your name on LinkedIn exactly matches the name you are using on your resume.

4. Make sure that your email, phone number, location, and industry are correct and up to date.

Other Social Media Suggestions:

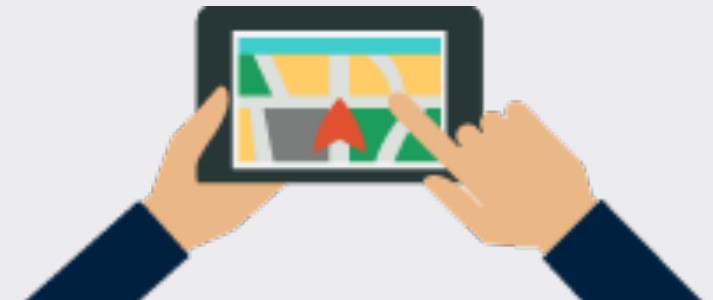
- YouTube – This is a great place to view videos on preparing your LinkedIn profile, especially those by LinkedIn guru Jeff Young.
- Facebook – Start inviting your friends and relatives to join your Facebook network. Throughout your job search, you will be keeping them informed on how you are doing and thanking those who help you along the way.

Body

Go out for an early-morning two-mile walk and listen to your favorite podcast. When you get back, do some basic stretching exercises. Eat a healthy breakfast. Take a shower. Grab your laptop. Get in the car and go to your favorite coffee shop. Work from there for two hours.

Spirit

Wizard of Oz to Cowardly Lion: “You, my friend, are a victim of disorganized thinking. You are under the unfortunate impression that just because you run away you have no courage; you’re confusing courage with wisdom.”



Day 12 | 12 Facts About LinkedIn Profiles

Mind

1. You must have a LinkedIn profile.
2. Your photograph must be professionally taken.
3. Your headline must reflect the position you are seeking and include a brief value proposition.
4. LinkedIn URLs should be customized.
5. Keywords in your profile are crucial for making it searchable.
6. Your summary should be built on the value statement in your resume and be consistent with your short-term job search strategy.
7. You should always include your email address and mobile phone number in your contact information and in your profile summary.
8. The LinkedIn groups you follow should be consistent with your profile.
9. The more recommendations you have, the better.
10. The larger and more targeted your LinkedIn network, the better.
11. Every recruiter will look at your LinkedIn profile.
12. Your profile must be free of typos.

Today, work on your LinkedIn summary. Unlike your resume's value statement, your LinkedIn summary can be more conversational and should use the word "I". Never write your summary in the third person.

Your summary should be written to position you as a thought leader or authority in your industry. Discuss what is currently important in your field and the value that you bring to a company. Look at the LinkedIn profiles of similar professionals. What are they saying about themselves? Take the best practices of your competitors and craft an awesome summary.

- Completing your profile – Start copying and pasting the content from your resume into your LinkedIn profile. Feel free to look at our profiles for reference (search LinkedIn for Ken Lazar and Matt Lazar).

Body

Go out for an early-morning two-mile walk and listen to the podcast "The Way I Heard It" with Mike Rowe.

Spirit

"A young apprentice applied to a master carpenter for a job. The older man asked him, "Do you know your trade?" "Yes, sir!" the young man replied proudly. "Have you ever made a mistake?" the older man inquired. "No, sir!" the young man answered, feeling certain he would get the job. "Then, there's no way I'm going to hire you," said the master carpenter, "because when you make one, you won't know how to fix it." –Fred Rogers

Day 13 | Craft Your LinkedIn Profile (2)

Mind

An important fact about LinkedIn: If your profile does not show that you are currently employed, you cannot reach “All-Star” status.

If you are recently unemployed, you can let your profile show that you are currently employed at your last company for a few months.

If you have been unemployed for over six months, you may create a consulting firm as your current employer or you can show that you are volunteering at a nonprofit organization or other company. It is vitally important that you have a complete profile. If your profile is not an “All-Star” you will only be visible to your first-level connections and may not be visible to recruiters.

Five LinkedIn Don'ts:

1. Don't show the year you graduated from college.
2. Don't show your marital status.
3. Don't show the months of your employment, only the years.
4. Don't embed your resume into your LinkedIn profile.
5. Don't put your email address or your phone number in your professional headline. LinkedIn will penalize you, and you will not show up in recruiter searches.

After you are done, readjust your account settings so your network can once again see your updates. Congratulations! You should now have a complete “All-Star” LinkedIn profile.

- Start contacting your professional references. You will need two managers, two peers and two subordinates. Former customers are good, too. Make sure they are totally comfortable being your references. Character references are not required.

Body

Rest today.

Spirit

“There was a story going around about the Special Olympics. For the hundred-yard dash, there were nine contestants, all of them so-called physically or mentally disabled. All nine of them assembled at the starting line and, at the sound of the gun, they took off. But one little boy didn't get very far. He stumbled and fell and hurt his knee and began to cry.

The other eight children heard the boy crying. They slowed down, turned around, and ran back to him—every one of them ran back to him. The little boy got up, and he and the rest of the runners linked their arms together and joyfully walked to the finish line.

They all finished the race at the same time. And when they did, everyone in the stadium stood up and clapped and whistled and cheered for a long, long time. And you know why? Because deep down we know that what matters in this life is more than winning for ourselves. What really matters is helping others win, too, even if it means slowing down and changing our course now and then.”—Fred Rogers



Day 14 | Build Your LinkedIn Network

Mind

Your LinkedIn profile is complete. You are visible to all hiring managers and recruiters who are searching for excellent candidates like you. What do you do now?

Waiting for hiring managers and recruiters to find you on LinkedIn is too passive a strategy for this powerful job search tool. You need to be proactive and invite managers you feel can hire you to join your network. Some LinkedIn users only invite people they know into their network. That may be fine for them, but you are in job search mode and need to cast a much wider net.

In the book “The Tipping Point”, by Malcolm Gladwell, sociologist Mark Granovetter showed that 56 percent of job seekers found their next job through personal connections. However, they did not find their jobs through their friends (strong ties); they found their jobs through their acquaintances (weak ties).

Begin to invite professionals into your LinkedIn network. These are the managers who can hire you. For example, if you are looking for a position as a Territory Sales Manager, you should begin to invite Vice Presidents of Sales and Regional Sales Managers into your network. You should also invite recruiters who specialize in placing professionals in your field.

Please customize your invitations. Do not use the default invitation; it's too impersonal and doesn't show any real interest on your part. Here is a simple but effective invitation you can use:

First Name,

Please accept this invitation to become part of my network of (your field) professionals on LinkedIn.

Thank you for your consideration.

First Name

General Title or Field

Phone

Use this invitation to continue adding recruiters and hiring managers to your network each day. Be aware of the people who are viewing your profile.

Body

Leave the house. Go to your local big-box store, like Wal-Mart, Home Depot, or Lowe's, and walk the store for an hour. If someone asks what you are doing, start a conversation about your job search. You will be surprised how helpful people can be.

Spirit

“No one ever drowned in sweat.”
—A U.S. Marine Corps Officer



Day 15 | Share LinkedIn Updates

Mind

Now that you are inviting people to your LinkedIn network, you will want to share a consistent flow of status updates to maintain your network visibility.

On your LinkedIn home page, you have the capability to “Share an Update”, “Upload a Photo”, or “Write an Article”. When you share updates, they appear in the feeds of many of the people in your network. This keeps you visible to your network.

What kind of things should you share? Good choices include links to important articles in your field, news announcements, economic trends, or updates you have written yourself.

LinkedIn “Groups” are also great places to share that kind of information. Join as many LinkedIn groups in your field as possible (you’re allowed up to 50). Join groups related to your profession, your alma mater, chambers of commerce, nonprofits, etc. Try to be consistent,, and don’t join groups outside your field. For example, joining groups in operations and sales sends a mixed message.

- Continue to share one update with your network and your groups each day. This should only take you about 15 minutes.
- Business Cards – If you don’t already have business cards, go to an office supply store or go online and purchase some.

Include the following on your business card:

- Your name as it appears on your resume and LinkedIn profile
- The title from your general resume (i.e., Program Manager or Business Development Executive)

- Street address (not a P.O. box), cell phone number, and email address
- LinkedIn profile URL

On the back of your card, you can add the nine to twelve keywords that appear in the “Strengths and Expertise” section of your resume.

Body

Let’s practice a breathing exercise to relieve stress:

- Sit comfortably with your back straight. Put one hand on your chest and the other on your stomach.
- Breathe in through your nose. The hand on your stomach should rise. The hand on your chest should move very little.
- Exhale through your mouth, pushing out as much air as you can while contracting your abdominal muscles. The hand on your stomach should move in as you exhale, but your other hand should move very little.
- Continue to breathe in through your nose and out through your mouth. Try to inhale enough to make your lower abdomen rise and fall. Count slowly as you exhale.

Spirit

“If we all did the things we are capable of doing, we would literally astound ourselves.” –Thomas Edison



Day 16 | Choose Your Target Companies

Mind

Why is it important to research and make a list of companies where you'd like to work?

Here's why: If you don't make a list of target companies and the managers within those companies who can hire you, you are conducting what is commonly called a "reactive job search". In a reactive job search, you are primarily searching for open positions on internet job boards rather than proactively trying to engage with the hiring managers at companies you'd actually like to work for.

- Develop a list of specific target companies, find the hiring managers in your field, and network with them so they'll think of you if they should have a hiring or consulting need.

Making a list of target companies and corresponding hiring managers will make it easier for people to help you. When I conduct in-person networking meetings, I always tell people it's easiest for me to help them if they tell me their target companies. Through my network, I can most likely put them in touch with a hiring manager or someone who knows the hiring manager.

Most job seekers put the better-known companies in their home city on their list of target companies. Everyone is applying to these companies, and the competition is very stiff. Look at small and middle-market companies. They

are often overlooked, and they need good talent like you.

Turn on the light early in your job search. Do your homework. Nail down your target companies, and your network will respond.

- **LinkedIn** – Continue to share one update a day with your network and your groups
- **Facebook** – Continue to add friends and family to your network. Go back as far as you can. Don't miss old high school and college friends. They will all help you in your job search.
- **Alumni** – Research the college or high school alumni who are working in your target city. If you graduated from a local college, contact its alumni office and see if it offers job search services.

Body

Clean out the garage. See how much better you feel?

Spirit

"Never miss a good chance to shut up." –Mark Twain



Day 17 | Make Use of Staffing Agencies

Mind

Staffing agencies typically place temporary employees and “contractors” who work at their client’s facility on an hourly basis. They are different than recruiting firms, which place direct-hire professionals for a fee (more on that later). How should you work with a professional staffing agency?

Here’s how to significantly increase your chances of finding a good, long-term contract position:

Do Your Homework – Search online for agencies that place employees in your industry or at one of your target companies. Check their websites to confirm your industry is in their core recruiting competency.

Contact Your Target Companies – Contact the H.R. departments at your target companies (if you can get through) and ask them which staffing agencies or professional recruiting firms place candidates there. Is there a recruiter the company feels is professional and like to work with?

Look at Job Postings – Once you have established your list of potential agencies, review the job postings on their websites and internet job boards for current opportunities they have in your industry.

Find Your Recruiter – Search LinkedIn to find recruiters who work at your target staffing agencies. Recruiters are open networkers and very easy to find.

Make Contact – Call the agencies and ask to speak with a recruiter in your industry or to someone specific you’ve found through your research. If the recruiter is not available, get an email address, leave a message, or call back. Recruiters are easiest to reach early in the day or last thing at night. Contact them after hours if you have their direct numbers.

Build Rapport – Have your elevator speech prepared when you make first contact. Recruiters are very busy, so get to the point and be focused. Recruiters are always looking for good candidates, even if they don’t have anything today. Be pleasant, be positive, and be brief. If the recruiter has an immediate need, he/she will engage you in additional conversation.

Be Available – New job orders come in every day, and recruiters are required to submit initial candidates within 48 hours. If they can’t reach you, they go to the next available candidate. Be available. Don’t ask to reschedule interviews once they are set or your competition will get the job.

Follow Up – There is a fine line between following up and being pushy. Don’t cross it. Touch base with your recruiter via email each week. Do not expect a face-to-face interview with a recruiter unless he/she anticipates you will be submitted for an open position.

Apply the Right Way – Staffing agencies have various ways of entering you into their applicant tracking systems. Follow their instructions, but also email your resume (in Microsoft Word format) to your recruiter.

Use Multiple Agencies ...Carefully – It’s OK to work with two or three staffing agencies, but never with the same client or for the same position. If you play this game, you will lose and get a bad reputation.

Become a Resource – You are in job transition, and you meet people every day who could be valuable candidates for your recruiter. Make referrals; you may even get a referral bonus. Inform the recruiter about companies you have heard are hiring.

Be Memorable in a Positive Way – Candidates rarely send recruiters thank-you notes, buy them donuts, or treat them to lunch. Be different!

Day 17 | Make Use of Staffing Agencies, cont.

Body

Wake up before sunrise this morning. Plug in your earphones and listen to another motivating podcast. You may not be a big fan of organized religion, but Joel Osteen always has an uplifting and motivational message.

Spirit

“As we express our gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them.” —John F. Kennedy



Day 18 | Write Your Cover Letter

Mind

Most cover letters are never read because they typically just summarize the content of a resume. Recruiters have a limited amount of time, so they go directly to the resume.

However, if you mail your resume, you should always include a cover letter. If you apply to a job online and the applicant tracking software suggests that you include a cover letter, you also should include one.

If you send your resume as an attachment to an email, your cover letter should be the body of your email. I suggest using a format commonly called “the T Letter” for your cover letter.

Here is a template for the T Letter:

Hiring Manage First Name,

I am writing to express interest in the position of “xxxxxxxxxxxxxxxxxxxx” (reference #xxxxxxx). I have included a copy of my resume for your review. You will find that I have extensive experience in xxxxxxxxx, xxxxxxxxx, and xxxxxxxxx.

Below is a comparison of your job requirements and my qualifications:

Your Job Requirements

XX

XX

XX

My Qualifications

XX

XX

XX

I would welcome the opportunity to discuss your job requirements and my qualifications with you. I will contact you in a couple of days to follow up. Thank you in advance for your consideration.

Sincerely,

Name

Phone

The T Letter matches your three important qualifications to the exact requirements for the position. By using the T Letter format, you are doing a lot of work the recruiter would otherwise have to do.

Body

Extend your walk to 2½ miles today.
Listen to the *Choiceology* podcast.

Spirit

"Nobody can go back and start a new beginning, but anyone can start today and make a new ending." –Tim Fargo



Day 19 | Write Your Thank-You Letter

Mind

Always send a thank-you email to everyone who interviewed you within 24 hours of the interview. Some job seekers like to mail a personal, handwritten note. That's fine, but mail delivery takes time. Always email your thank-you note first.

You can distinguish yourself as a serious candidate by the content of the email you send. Go beyond the usual polite, generic language. Here is a template you can use:

Name,

Thank you for the opportunity to interview with you today. I appreciate meeting with you and have come away with a better understanding of your requirements and how you see the challenges ahead.

Here is an understanding of the key points that I took away from our meeting:

[illegible]

Analysis

Your situation is very similar to what I have seen in my previous employers. Companies like (company that you interviewed) need... (Customize this paragraph to the companies needs).

Recommendations

Based upon my understanding of your situation, here is how I may be of value to your organization:

- 1.
- 2.
- 3.

I am confident that my experience and expertise will help you achieve these outcomes.

Conclusion

I have been in the business of (xxx) for (xx) years. I am proud of my capability to help organizations like (xxx). I look forward to (xxx)

Sincerely,

Your Name _____
Phone _____



Day 19 | Write Your Thank-You Letter, cont.

Can you see the value of this type of thank-you note? The bullet points under “Current Situation” can just be short phrases from your discussion and should be as close as possible to the actual comments made by your interviewer.

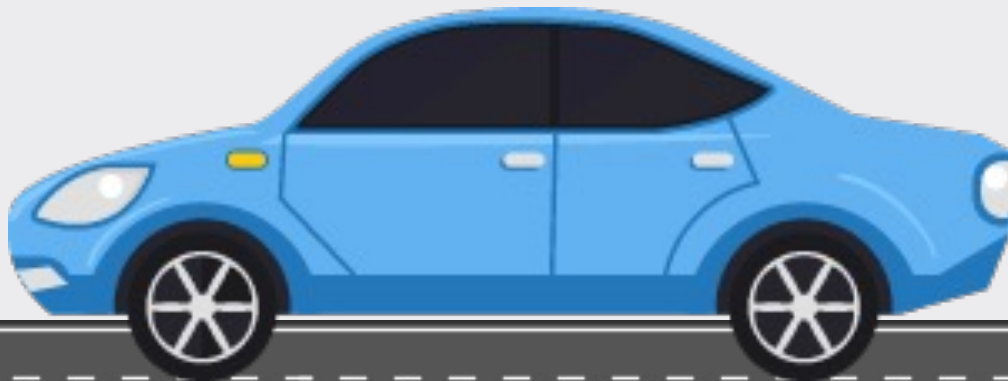
Body

Today, start the habit of drinking more water. Hydration helps keeps your mind alert. You should try and replace all other beverages you are currently drinking with glasses of water. When you feel hungry, drink a glass of water before you eat. Your brain sometimes interprets thirst as hunger.

Spirit

“You are a smart and savvy woman who could easily consider world domination as a next career move.”

–Taken from the TV series “The West Wing”



Day 20 | Networking 101

Mind

You are now three weeks into your job search. You've developed a financial plan for your transition. You've developed a solid resume, crafted your LinkedIn profile, and written your cover letters and your thank-you notes. You have business cards. You are working on a daily exercise program and improving your eating habits.

You are hydrating your body, connecting with hiring managers and recruiters on LinkedIn, and getting a general feel for Facebook. You have contacted friends and family members, written a positive exit speech, and enriched your mind with the excellent podcasts you listen to each morning.

You should be feeling a lot better about yourself. After all, you have developed a substantial foundation for your job search.

Now comes the hard part: networking.

Our years of experience have taught us that 80 percent of people find their next job through networking. The sooner you embrace networking, the sooner you will be re-employed.

Are their rules to networking? Yes. Here are two:

1. The first rule of networking is "Give First". You will develop stronger and deeper relationships when you first ask is to help.
2. The second rule of networking is "Give Back". If you commit to performing a task for someone, follow through. If someone helps you along the way, make sure you return the kindness.

What is the purpose of networking?

The primary purpose of networking is to "Become Known". Recruiters and hiring managers in your target companies need to be aware of you so your name comes up when they have hiring or consulting needs.

When you apply for positions through a job board, you are not the solution to a manager's problem. You are just another resume on the pile with everyone else's. In the job search world, this is commonly called the "Black Hole". Try not to spend too much precious networking time applying to jobs online. You're about as likely to find a job through an online job board as you are to get a hole-in-one on your next round of golf.

Body

Walk another 2½ miles this morning.
Download and listen to "The LinkedIn Show", a podcast by Mark Williams.

Spirit

"Far and away the best prize that life offers is the chance to work hard at work worth doing".
—Thomas Jefferson



Day 21 | Networking 102

Mind

Where are the best places to network?

- **Professional Associations** – Great networking happens when you attend meetings with other professionals in your field. Many job seekers think they are networking with their potential competitors, but that's not true. Like-minded professionals help one another find employment. Join associations in your field.
- **Job Networking Groups** – Why should you network with other people who are out of work? It's a reasonable question, but very myopic. When you meet a new person, you are, in essence, introducing yourself to the 200 people he/she knows. That's the number of people at a typical wedding! People in job transition are always willing to help and may know people in your target companies.
- **One-on-One Meetings** – Schedule at least three face-to-face meetings each week. Having informal meetings over coffee, at lunch, or before or after business hours should be high your networking agenda.
- **Conferences and Conventions** – Go online to find the professional conference or conventions that are coming to your city. They're a great way to meet people face-to-face.
- **Job Fairs** – For entry-level light industrial, administrative professional, or call center positions, job fairs are good networking resource. If you are mid-career or later, your time would be better spent elsewhere.
- **Business After-Hours/Chamber of Commerce Events** – You will meet a lot of professionals at these events. Get to know them.
- **Educational and Training Opportunities** – Search for educational

seminars and training sessions nearby. Even if they're not exactly connected to your field, they're great opportunities for networking.

- **Serendipity** – People have found new jobs by giving elevator speeches to their future hiring managers in actual elevators. One person found a job by talking to a stranger in the grocery line. Be receptive to conversations. You never know where they might lead

Body

Weather permitting, wash your cars.
Get them clean inside and out.
Car washing burns a lot of calories, and there is nothing better for lifting your spirits than driving around in a clean car.

Spirit

*"Go confidently in the direction of your dreams!
Live the life you've imagined."*
–Henry David Thoreau



Day 22 | 10 Rules of Networking

Mind

Are there rules to networking? You bet!

1. **Be Patient** – Networking is all about building trust, and it's personal. Take the time to get to know the people you are interacting with.
2. **Remember It's a Learned Skill** – If you haven't had the opportunity to introduce yourself to strangers or ask for referral introductions, you may not be good at it initially. You'll improve over time. Don't rush. Be authentic.
3. **Believe in the Process** – The overwhelming majority of job seekers find new jobs through networking. The sooner you accept this reality, the sooner you will find a new job.
4. **Be Strategic** – When going to a networking event, ask yourself, "How can I help three people today?" If you approach people with this mindset, you will be very successful in building your network.
5. **Make a Diversified Plan** – Make sure your job search include a variety of different ways to meet people.
6. **Do It with Courtesy** – Smile, be open to conversation, watch your body language, and make a good first impression.
7. **Think Creatively** – Organize a mastermind session. Host a luncheon. Talk to strangers.
8. **Give First, Then Give Back** – Remember, the first rule of networking is to "Give First"; the second is to "Give Back".
9. **Show Integrity and Reliability** – People refer people they know, like,

and trust.

10. **Make It Easy for People to Help You** – Be specific about what you are looking for. When I ask, "What kind of job are you looking for?" I typically hear, "I am looking for a job in accounting for a mid-sized company in Columbus, Ohio. Who do you know that is hiring?" The better answer would be, "I have done a lot of research, and would really like to work as a staff accountant for XYZ Company. I think the hiring manager is Mary Smith. Do you know anyone who works as XYZ or knows Mary Smith?" See the difference?

Body

Get a great haircut and a manicure. I know money is tight. Do it anyway.

Spirit

According to scientists, the bumblebee's body is too heavy and its wingspan too small. Aerodynamically, the bumblebee cannot fly. But the bumblebee doesn't know that and it keeps flying. The only limitations a person has are those that are self-imposed.



Day 23 | Applicant Tracing Software (ATS)

Mind

We have talked with job seekers who feel that they are submitting their resumes into an online “Black Hole,” a place where resumes go to die. They get no response and no feedback. It’s emotionally draining.

One person posted his resume to over 200 open positions online with no response. When asked what positions he was applying for, he said he wanted to be a business analyst. We asked him to email his resume to me so we could take a look. Here is what we found.

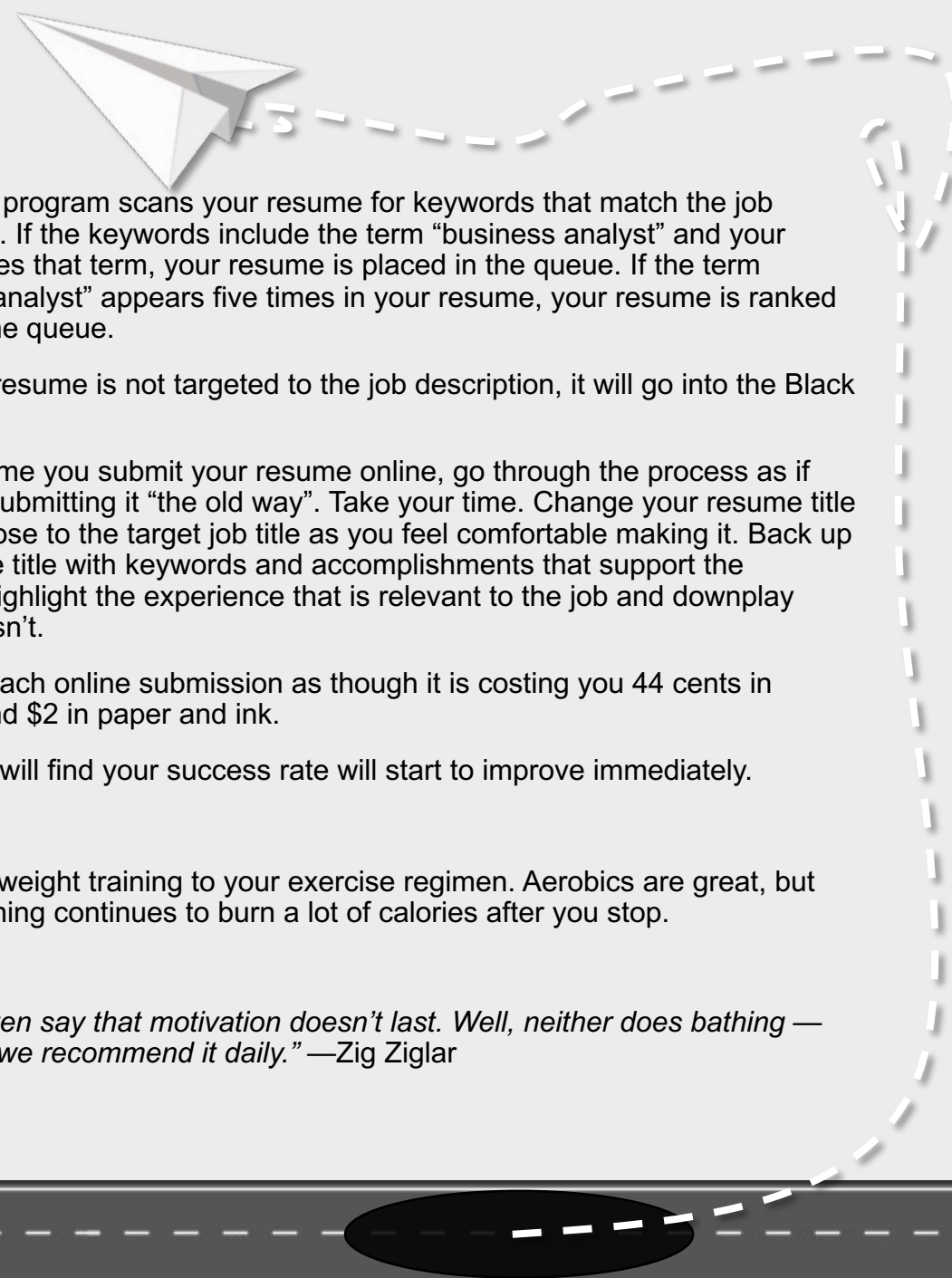
His resume was not titled. It did not indicate he was qualified for a business analyst position. His background included some solid business analytics, but the words “business analyst” did not appear anywhere in his resume. There was no way for the ATS to match his resume to the job description because his resume lacked job description keywords.

Let’s discuss this a little further.

When we were applying for jobs the “old way,” we made an investment in time, energy, paper, printer ink, and postage. It was a labor of love. The paper had to be just so. The letter had to be crafted to the recipient. (Remember the T Letter?) If you sent out 10 resumes in one day, it was a good day.

You can now go online and submit 10 resumes to job posts in an hour. It’s easy to get lazy.

In the “old way”, a recruiter had to open an envelope, read the cover letter, look at the resume, and make a rational decision about whether or not the candidate was worth additional consideration. Not anymore.



A software program scans your resume for keywords that match the job description. If the keywords include the term “business analyst” and your resume uses that term, your resume is placed in the queue. If the term “business analyst” appears five times in your resume, your resume is ranked higher in the queue.

- If your resume is not targeted to the job description, it will go into the Black Hole.

The next time you submit your resume online, go through the process as if you were submitting it “the old way”. Take your time. Change your resume title to be as close to the target job title as you feel comfortable making it. Back up the resume title with keywords and accomplishments that support the position. Highlight the experience that is relevant to the job and downplay whatever isn’t.

Send out each online submission as though it is costing you 44 cents in postage and \$2 in paper and ink.

I think you will find your success rate will start to improve immediately.

Body

Try to add weight training to your exercise regimen. Aerobics are great, but weight training continues to burn a lot of calories after you stop.

Spirit

“People often say that motivation doesn’t last. Well, neither does bathing — that’s why we recommend it daily.” —Zig Ziglar

Day 24 | Background Checks

Mind

“How can I get a job when I have a blemish on my police record?”

We get this question several times a year.

Most companies require a background check as part of the hiring process. Applicants will be asked to sign a document that allows the hiring company to perform a criminal background check. A third-party company that specializes in this part of the hiring process usually completes the background check. These companies are professionals.

The type of background check that is required depends upon the hiring policy of the company. Most companies require a seven-year criminal background check in all counties in which you have lived or worked. They are only concerned with convictions, not arrests. Financial companies such as banks may require a fingerprint check with no restriction on the time period. A fingerprint check is the most extensive background check.

Most people think that any felony conviction will prohibit their ability to be hired. That may not always be the case. Some felony convictions are allowed. But some misdemeanor convictions are not allowed.

If you have received either a felony or a misdemeanor conviction in the past seven years that is not related to drugs, violence, or theft, you may still be considered for employment. However, if you have multiple minor convictions for the same offense, the employer may decide not to continue with the hiring process.



One thing is certain. If you do not disclose a felony or misdemeanor conviction when asked on an employment application, and the company finds something in your background check, you will be eliminated from the hiring process for lying on your application.

If you have a conviction on your record, be up front with your potential employer. Honesty is the best policy. Exceptions may be made depending upon the circumstances. Don't take the “wait as see if they find out” approach. It doesn't work.

People make mistakes. Find a company that understands.

Body

Stand up and move around. Sitting for long periods of time in front of your computer slows down your body processes including your brain. Stay sharp and stay lean.

Spirit

“The best leaders are those most interested in surrounding themselves with assistants and associates smarter than they are. They are frank in admitting this and are willing to pay for such talents.”
— Antos Parrish



Day 25 | A Motivational Moment

Mind

“Thanks ... I’m the Owner” by Ken Lazar

One morning, I went out for an early-morning walk before the heat of the day. It was nearly 80 degrees, with about 80 percent humidity. I was not setting any speed records.

As I finished my run, I saw a young lady watering the plants at the entrance to our neighborhood. She was pumping water through a long hose connected to a tanker truck that was parked at the side of our house.

I recognized the name on the truck. She was from the new landscaping firm that our homeowners association had recently hired. The old landscaping firm had been terrible. Although it was a large national company, its service were expensive and second-rate. Everyone had complained.

I struck up a conversation with the lady. “I bet you do a lot of watering for your customers. Everything is so dry this month.” She said, “Yes, we do. The irrigation system in your neighborhood is not working, so we are watering by hand just to keep the entrances looking reasonable.”

I said to the young lady, “I want you to know that since we switched to your company, the neighborhood has never looked better. Please tell that to your owner.”

She smiled and said, “Thanks ... I’m the owner.”

Of all the things that she could be doing as an owner of a small business, I

thought, watering the plants in front of my neighborhood should be at the bottom of her list. Then I thought again.

If the plants died in front of our neighborhood, regardless of the state of our irrigation system, she could lose the account. She was doing exactly what she needed to do as the owner of her company.

I am an owner. So are you. Whether you make your living as an owner of a small business, as I do, or work for a large corporation, you need to take ownership. Owners do what it takes to get the job done.

So, the next time someone gives you a complement on your good work, just smile and say, “Thanks ... I’m the owner.”

Body

Stretch your walk to three miles today. You have been walking for a month now. No matter what your age, listen to the Bee Gees. “Stayin’ Alive” will keep you motivated.

Spirit

“Pretend that every single person you meet has a sign around his or her neck that says, ‘Make me feel important.’ Not only will you succeed in sales, you will succeed in life.”

—Mary Kay Ash



Day 26 | Three Most Crucial Interview Questions

Mind

Here are the three most important interview questions a hiring manager can ask. After many years of interviewing candidates, we know the answers to them carry the most weight in an interview.

1. “Why do you want to work for *my* company?”

Prove your interest by demonstrating your knowledge of the industry and the company. (read more about this on Day 27: “Evaluating the Fit”).

2. “What will you accomplish in the first three months and the first six months in this role?”

Your answers will reveal how well you understand the job

3. “Why do you feel that you are uniquely qualified for this role?”

Now is your chance to compare your qualifications to the job requirements and explain what makes you different and better than your competition.

Body

Find a different location for your walk today. A change of scenery will rejuvenate you. Make sure you look at your surroundings and not at the concrete in front of you.

Spirit

“And will you succeed? Yes, you will indeed! (98 and 3/4 percent guaranteed.)” –Dr. Seuss



Day 27 | Evaluate the Fit

Mind

Why Should You Research a Company Before Your Interview?

If you want to position yourself as a standout candidate for a job, make sure you extensively research your potential employer before your interview. Candidates who do their homework, know their interviewer, and understand the needs of the company make the best impression. We recommend doing at least three hours of research and preparation for every hour of interview time.

Here is some key information to look for when researching a company:

- **Are your experience and skills a match?**

Review the company's career page and job descriptions. What hard and soft skills does the company want its employees to have? Reach out to its past employees through LinkedIn and ask them about the company. What does the company value most in its employees? Make certain the fit is right for you.

- **Does the company have a competitive advantage in its industry?**

Research the company's competitors. Is the company an industry leader or an industry follower? What new products or services is it bringing to market? Are the markets it serves expanding or contracting?

Review this information, as well as, any other basic information such as company history. You don't really want to ask your interviewer a question about the company whose answer is front and center on its website.

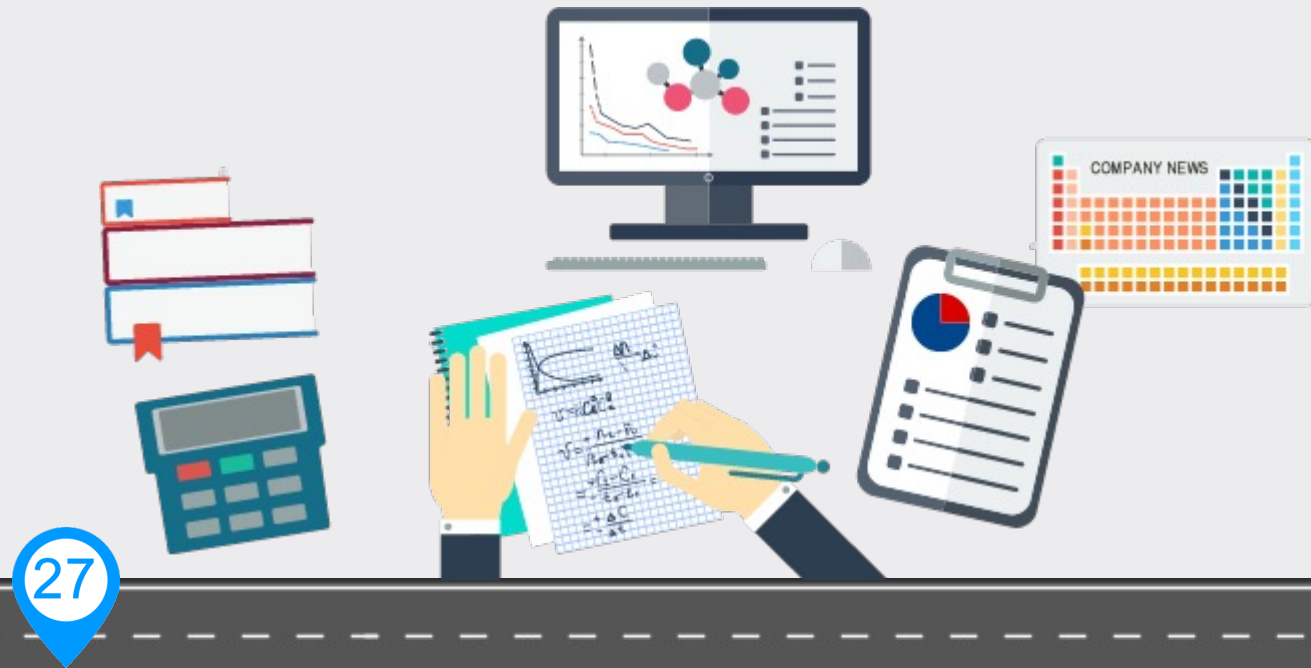
LinkedIn is a great place to look up competitors. Go to the company page

and scroll down to "Other Companies People Viewed." Review this list of competitors. You should be able to get a pretty good sense of who the other players are in the industry. Are the other companies hiring?

- **Are you a fit for the company's culture?**

Make sure you honestly believe that you are a good fit for the company. Follow the company's social media networks. Do you see yourself included in these posts in the future?

Check out Yelp.com, Manta.com, and the Better Business Bureau. How is the company rated? Visit Glassdoor.com to read positive and negative reviews former employees have posted about the company.



Day 27 | Evaluate the Fit, cont.

- **Check out the company's financial health.**

Navigate to the "Investor Relations" tab on the company's website. Access its annual report and 10K report. These publications cover a wide range of financial topics that aren't covered elsewhere. Review areas such as company risks, new products, and revenue trends. Is the company stable and growing?

- Think like an investor.

If you would not invest in this company, why would you want to work there?

- **Review the company's products, services, and clients.**

Who are the company's clients, and what products and services does the company offer? Do you personally use its products? If not, why not?

- Read the company's blogs, white papers, case studies, and more to learn about its accomplishments.

Has the company recently been in the news? You should always go into an interview having researched the company's latest updates.

The company website should have a page dedicated to events and press releases. Check it out. Read the corporate blogs. Is the company active in the community? What charitable organizations does it support? Perform this search on Google: (Company Name) business issues.

Check the company's LinkedIn page for news.

Find the company on Twitter and Facebook. Are the profiles professional or

casual? Is there any recent activity? Remember, any positive posts you find and use them during the interview.

- **Know your interviewer.**

Research your interviewer on LinkedIn, Facebook and Twitter. Find out as much as possible, including interests you may have in common.

Build trust with your interviewer by being genuinely interested in his/her background, interests, and accomplishments. Remember, the final hiring decision will be made by a person not a company. People hire candidates they know, like, and trust.

Be that candidate!

Body

When was the last time you visited the dentist to get your teeth cleaned and polished?

Spirit

"A person's name is to that person the sweetest and most important sound in any language." –Dale Carnegie

Day 28 | No Talent Required

Mind

Ten Success Strategies That Don't Require Talent:

1. Be on time.
2. Develop a good work ethic.
3. Make an effort.
4. Display good body language.
5. Be energetic.
6. Maintain a good attitude.
7. Convey passion.
8. Be coachable.
9. Go the extra mile.
10. Be prepared.

Body – Guidelines for Physical Activity for Adults, from health.gov.

Avoid Inactivity – Some physical activity is better than none ... and any amount has health benefits.

Do Aerobic Activity – For substantial health benefits, do one of the following:

- 150 minutes (2 hours, 30 minutes) each week of moderate-intensity aerobic physical activity (such as brisk walking or gardening)
- 75 minutes (1 hour, 15 minutes) each week of vigorous-intensity aerobic

physical activity (such as jogging or swimming laps)

- An equivalent combination of moderate- and vigorous-intensity aerobic physical activity
- Do aerobic physical activity in episodes of at least 10 minutes and, if possible, spread out through the week.

For even greater health benefits, do one of the following:

- Increase moderate-intensity aerobic physical activity to 300 minutes (5 hours) each week
- Increase vigorous-intensity aerobic activity for 150 minutes (2 hours, 30 minutes) each week
- Doing more will lead to even greater health benefits.

Strengthen Muscles

- Do moderate-intensity or high-intensity muscle-strengthening activities (such as lifting weights or using resistance bands) and involve all major muscle groups on 2 or more days a week.

Spirit

"It's really easy to fall into the trap of believing that what we do is more important than what we are. Of course, it's the opposite that's true: What we are ultimately determines what we do!" — Fred Rogers



Day 29 | Blue Fingernail Polish

Mind

We have all read numerous articles about proper dress and grooming for interviews. Most of them are pretty elementary. Everyone knows this stuff, right? Well, maybe not everyone.

We had an assignment to recruit and place a high-level executive administrative assistant at a very large, well-established manufacturing company. This administrative assistant was to be the face of the corporation to visitors, clients, suppliers, and business partners. The position reported to a very conservative Senior VP on the 17th floor ... THE floor.

We recruited the perfect candidate: an intelligent, well-spoken female with good references. She had interviewed extremely well over the phone. Now, it was time for the face-to-face interview. Our lead recruiter coached our candidate about the position, anticipated interview questions, and proper dress. We had covered every detail, or so we thought.

We eagerly waited for feedback about the interview from the company's HR manager. We finally got the call. The HR manager told us our candidate had had a solid interview. She was engaging, answered all the interview questions, and looked very professional ... except for one small detail: blue fingernail polish.

It took weeks of additional interviews with other senior managers and a great deal of discussion on our part to mitigate the damage. I know what you're thinking: this issue should not have mattered. But the reality of the matter was that the conservative Senior VP could not get past blue fingernails. What could have been an immediate job offer for our candidate turned into a drawn-out ordeal.

My message to you is, if you think you look the part going into your next interview, ask someone else to give you a critical review. Make sure you understand the age of your interviewer, and dress accordingly.

Body

If you have medical insurance, I suggest that you get a physical examination. A good friend of mine who was lean and appeared to be in great health took my advice and found out he was on the verge of diabetes. Because he caught it early, a change in diet and exercise did the trick.

Spirit

"Whether you think you can or you think you can't, you are right.." –Henry Ford



Day 30 | Conquer Job Search Inertia

Mind

Sometimes a job search takes a little longer time than normal. It's easy to get bogged down and even come to a complete stop. It's human nature. But it can be very hard to get started again

The term we use for this is "Job Search Inertia".

For those of you not familiar with the term, inertia means that "it takes a lot more energy to start something moving than to keep it moving." Ever pushed a car that ran out of gas? It takes about three people to get the car rolling, but once it's rolling it only takes one person to push it. Make sense?

When you lose your job, it takes a lot of energy and focus to get over the initial shock. But once your job search is in full swing, things start happening. You have overcome the inertia and are begin to gain momentum. Things are getting easier.

When you experience setbacks, it's very easy to lose your momentum. You slow down. That's normal. But you need to continue to push forward. Don't

stop. It takes a lot more energy to rebuild momentum after you stop. Remember pushing the car?

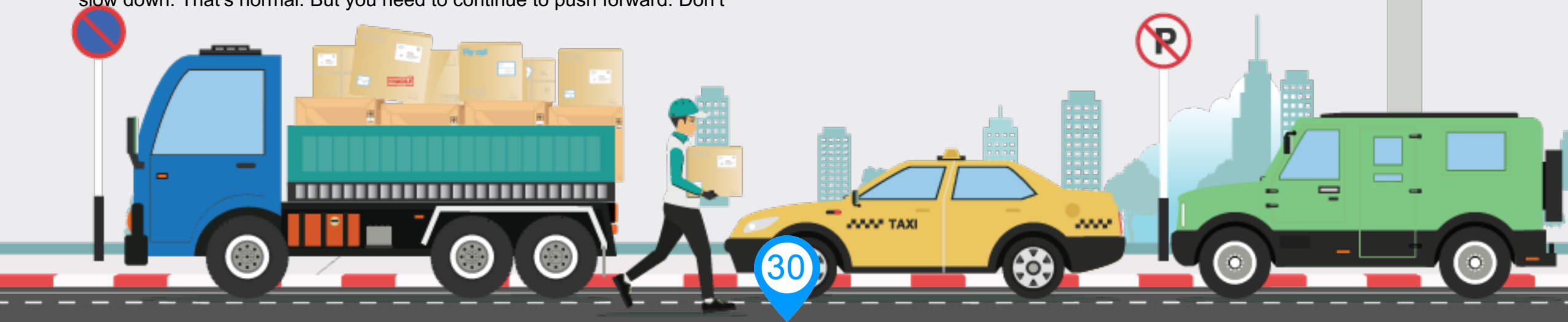
When you lose momentum, go to a seminar or a networking meeting. Meet new people and listen to new ideas. As you begin to feel better, you'll overcome your inertia and keep the car rolling to the next gas station.

Body – Try a Sitting Meditation

To re-center your mind and body, sit on the floor in a comfortable position with a straight back. Look at the second hand of a watch. Inhale for three seconds, then smoothly exhale for three more. Repeat for at least three minutes.

Spirit

"You have brains in your head. You have feet in your shoes. You can steer yourself any direction you choose." –Dr. Seuss





Every Day | For Your Mind, Body, and Spirit

A Prayer for Employment

God, our Father, we turn to you seeking your divine help and guidance as we look for suitable employment.

We need your wisdom to guide our footsteps along the right path, and to help us find the proper things to say and do in this quest.

We wish to use the gifts and talents you have given us, but we need the opportunity to do so through gainful employment.

Be beside us and grant us this favor we seek so that we may return to you with praise and thanksgiving for your gracious assistance.

In the Lord's name we pray,

Amen.



Thank You for Your Hard Work

I would like to thank all the leaders, board members, volunteers, speakers, corporate sponsors, pastors, universities, and participating churches that have been a part of the Scioto Ridge Job Networking Group, Professional Career Development Network, and Tuesday Tune-up for over 10 years.

These fine people and organizations have helped over 4,000 job seekers in Central Ohio find new employment. Here is a list of people that I would like to personally thank, in no specific order. If I have missed including you in this list, it's a result of my aging memory not a lack of gratitude:

Pastor Wade Giffin, Pastor Bobby McGhee, Karin Combs, Dale Mitchell, Dr. Bob McVicker, Linda Decker, Terry Cathel, Mike Albert, Dee Podelco, Karri McKinnon, Bob Molter, Bill Benedict, Matt Lazar, Tom Coyle, Janice Worthington, Jeremy Worthington, Patty Ferrante, Dennis Reamsnyder, Alex Crawford, Dave Crookshank, Celia Crossley, Jared Cummins, Amy Dennis, Steve Folden, Jeff Young, Mark Glasper, Barney Greenbaum, Mark Marshall, Erich Keller, Julia Kinslow, John Kocher, Joe Kohler, Carol Lucas, Keith Luscher, Karen Matthias, Roger Miller, Larry Moers, Laura Palko, Rhonda Peterson, Ray Smith, Martin Pratt, Julie Quackenbush, Tom Thon, Marilyn Rice, Tina Rieder, Sheila Carney, Erin Trimble, Sandra Watson, Tom Wentz, Tom Demko, Tom Giere, Cindy Picciano, Martin Pratt, Laura Staley, Stacey Kuzda, Cindy Ayres, Gary Dunifon, Chris DiSilvestri, Gary Houtz, Scott Wittich, Kevin Tucker, Bud Bennett, Lynn Aspey, Karen Hughes, Lucy Grosz, Frank Agin, Elen Dorle, Mike Diercks, Sharon DeLay, Shelley Menduni, Barb Girson, Janine Moon and Christa Channels.

Members and volunteers from the following sponsoring churches and universities: Scioto Ridge United Methodist Church, Worthington Seventy-day Adventist Church, First Love Community Church, Grove City Church of the Nazarene, Sawmill Baptist Church, Seton Parish, New Life Gahanna, Groveport Madison Church, Linworth United Methodist Church, Indiana Wesleyan University, DeVry University, and Muskingum University.

About the Author

Ken Lazar spent over fifteen years in talent acquisition and professional staffing. He previously held the positions of Managing Director for Experis Division of ManpowerGroup and District Manager for Kelly Services.

Over the course of Ken's career, he and his teams have won many corporate awards. He was twice honored with his company's highest award, winning the ManpowerGroup "Power Award" for growth, profitability, and community service.

Ken formed Ability Professional Network to leverage his knowledge of the needs of top sales professionals. Ability Professional Search helps clients to grow their businesses and sales talent in the top 15 percent of the market to grow their careers.

Ken has an undergraduate degree in Industrial Engineering from Kettering University and a Master of Science in Industrial Administration from the Krannert Business School at Purdue University. Ken and his wife, Nancy, reside in Plain City, Ohio.



About the Authors: Matt Lazar

Matt Lazar is a business development and client services professional. As a financial advisor for Ameriprise Financial, he earned honors for being the top advisor in the Ohio Valley for four years and for being among the top one percent of financial advisors in the nation.

In 2010, Matt founded Trafalgar Wealth Management, a unique and successful financial advisory firm. Trafalgar offered its clients services that were personal, private, and exclusive.

Matt has developed and published two highly successful iPhone applications. His first app, Stock Genie, was recognized as the number-one stock tracing app on iTunes and earned the “New & Noteworthy” award. The second app, Next Trade, brings Wall Street to Main Street and achieved a success rate of 87 percent during the 2008 stock market crash.

During his career, Matt has hired, trained, and coached over 120 financial sales professionals. As President of Ability Professional Network, he understands the sales recruiting process that helps identify elite sales talent.

Matt graduated from Capital University, where he majored in Economics and Political Science and led the men’s tennis team to victory in the Ohio Athletic Conference Championship. He now resides in downtown Columbus, Ohio. He likes to live his life by the Jim Valvano model: “If you laugh, you think, and you cry, that’s a full day. That’s a heck of a day. You do that seven days a week and you’re going to have something special.”

