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## In-synch Personal Marketing Collateral Materials

Your work in *Achieving CareerFIT* led you to the determination of your career objective, exactly what is the best next step for you in your career transition? It also suggested strongly that you set your straw-man **offer criteria** to guide you in moving forward...Knowing what your *next right employment* is.

This will help focus your actual search. With clarity in your *positioning* and *targeting* goals, you can write a **great resume** to convey "your story."

### Your Personal Market Collateral

#### WRITTEN COLLATERAL...

1. **A GREAT Resume** that positions you clearly as a terrific FIT with your career objectives... and in today's technologies, a database-friendly, *asci* version;
2. **A correspondence template package** that consistently carries your communication strategy, your message... and in today's technologies, a reformatted, text only version of your resume ready for email needs;
3. **A high impact, personal biography and/or NETWORKING PROFILE** that you can lead with in your referral based networking strategies.
4. **A clear and complete LinkedIn Profile**, one that is based on your communication strategy and in synch with your other written collaterals.

#### VERBAL COLLATERAL...

1. **A well rehearsed "two minute commercial,"** your answer to the most asked question during career transition, "Tell me about yourself."
2. **Several, well thought out, "elevator speeches,"** examples that support your primary, positioning, key words. These are usually your representative accomplishments under the SUMMARY of your resume. (30 seconds to 1 minute)
3. **A succinct "qualification statement"** that you can use as an introduction at networking events. (usually 20 – 30 seconds)
4. **An "exit statement" which explains your availability,** to address the second most asked question during career transition.

Having your collaterals prepared and rehearsed prior to active personal marketing is central to your success and builds confidence.

**Consistency** in the delivery of your message is what creates memory... and **frequency** of your message helps you get there... strive for top-of-mind awareness where it relates to your candidacy.

Your personal marketing COMMUNICATION STRATEGY, your story, must be built around keywords and phrases that best describe your unique value proposition. These words come from your concerted self-assessment process. The challenge is matching the words that best describe your next right employment with the words that best describe a potential new employer's needs.

A communication strategy that does not achieve that is doomed to otherwise controllable difficulties—and, worst...failure. So, understand that getting recruited involves two distinct elements...

- Being screened for meeting a JOB's requirements... a subjective process created by the potential employers of the marketplace. They set the bar HIGH, defined by functional experience, skill set, and knowledge standards so they don't have to interview every JOB applicant.
- Being selected by the hiring authority... another subjective process which now involves their assessment of a job-seeker's FIT with their needs, including personality, work habits, and other 'cultural' standards. They cannot hire all qualified candidates. They must choose.

A job-seeker, then, can give themselves choices when they choose to *embrace the OTHER Job Market*. They improve their probability of success by nearly eliminating the pre-mature screening and rejection process.

Instead, the SMART job-seeker chooses to build relationships with potential employers first, researching attractive trends and targeted organizations in order to maximize probability of success, avoiding the HR-driven screening process to identify appropriate opportunities for securing their next right employment.

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**"WORDCRAFT" your resume and other collateral materials...** Create a forward looking "story" of what YOU CAN DO. Target your accomplishments, such as increased sales and profits, reductions in costs, etc. Focus on achievements that support your qualifications for your job goal.

Are you challenged in finding the right words? LinkedIn can be a valuable tool for you to use in self-assessment. Access the LinkedIn Profiles of other professionals like you... experiment by searching for a person like you in LinkedIn.

**KEYWORDS** become personalized phrases by incorporating adjectives and adverbs that uniquely FIT you...

Those phrases should be confirmed for the reader and listener with high-impact **accomplishment statements** (behavioral evidence, like the bulleted information in a well written resume)... a well-'crafted' accomplishment statement can trigger appropriate questions that allow you to expand on your strengths, with...

...**positive, supportive examples**, elements of your career story—PROOF of your value proposition.

To achieve a good "careerFIT" between you and any future opportunity, you have to ask yourself some basic questions about yourself and your prospective employers. The fit depends on how well the jobs meets your needs and how well your skills and abilities meet the employer's needs.

The employer will make a decision and extend an offer to you: now it is time for you to make your decision. Write out the factors that are important to you in a job... actually write out your list. During your career transition, learn the value of setting your offer criteria, a key element of your Personal Market Plan.

You understand that managing your own career involves three key ingredients:

1. Confidence in knowing that your career is on the right path;
2. Continuous research and networking leading to awareness of potential "next steps..." to keep your career moving forward;
3. Competency with job-changing skills.

In today's digital world of recruitment, you have two very challenging goals... Ultimately, your goal is to secure the **next right employment** for yourself... that must start with your identification of what right is. THAT requires some exploration, identification of key elements of your Career FIT, and planning to pull it all together, create focus... make it happen. Yes.... FIT Happens!

Creating an action plan, your Personal Market Plan, during career transition, will reap rewards during your implementation campaign. Implementing and updating your Plan for the rest of your career is priceless! But, let's not get ahead of ourselves. To achieve a good "careerFIT" between you and any future opportunity, you have to ask yourself some basic questions about yourself and your prospective employers.

The FIT depends on how well the jobs meets your needs and how well your skills and abilities meet the employer's needs. This is your value proposition and is reflected in the **QUALIFICATION SUMMARY** of your resume.

The employer will make a decision and extend an offer to you: now it is time for you to make your decision. During your career transition, you will learn the value of setting your offer criteria.

1. Creates an objective target for your efforts ahead;
2. Allows the marketplace to 'see' you clearly;
3. Networking is a contact sport... let the relationship building begin!

Are you challenged in finding the right words? LinkedIn can be a valuable tool for you to use in self-assessment. Access the LinkedIn Profiles of other professionals like you... experiment by searching for a person like you in LinkedIn. Modify and improve your Personal Marketing Plan's implementation model as needed... "Listen" to the marketplace, learning from it and adjusting your PMP accordingly.

As you move through your search, make adjustments as you would a business model. Ask for input from people you respect. In order to market yourself, you must first know yourself. The job search process is essentially a highly personalized marketing process. The process started with your candid self-assessment, often integrating feedback from colleagues and supervisors who know you best. Or consider 'interviewing' incumbent professionals, those who have positions and roles that are attractive to you.

This explorative step allows you to gain a thorough and workable understanding of who you are in product marketing terms. Especially if you are starting a resume "from scratch", or if you are truly unsettled on next steps along your career path, this becomes a necessary first step in the process. What YOU Do Best, and are motivated to do for a future employer... What do you do best? What are your strongest transferable skills? Discovering your "pattern of success and satisfaction" is your goal, here. Your ability to express the collection of your functional strengths will measure your marketability.

## **YOUR STARTING POINT**

### **A GREAT RESUME REALITY THERAPY:**

1. There is no such thing as a perfect resume.
2. If you seek editorial advice from 100 trusted colleagues, HR folks, or even highly skilled and experienced Career Consultants and resume writers... You will get 100 different pieces of editorial 'advice.'
3. Books and The Internet will allow you to choose between hundreds of 'excellent templates,' formats, and example resumes to FIT your positioning and targeting (read chaotic choice, here)
4. The ideal resume CAN BE created for any JOB that posts a realistic set of requirements and an accurate job description.

However... A lesson that the marketplace has taught us over the years is that realistic requirements and accurate job descriptions are elusive, moving targets. That said, a GREAT resume, then, is a journey that SMART professionals choose to pursue for the rest of their career... NOT a destination sought before entering the marketplace during active job search.

Look at your "journey" like your own personal marketing LABORATORY—one in which you'll spend significant time during active job search in order to develop an effective communication strategy and tactics. Be your own best Marketing Department... know the time tested, vital ingredients and components that you will need for your laboratory...

## CONTACT INFORMATION

This component sounds like a 'no brainer;' however, even this basic requires some experimentation and choices. A great resume is written for the reader, not to please the writer. So, even **YOUR NAME** requires that you select exactly how you want your reader to access your background and credentials... Their 'offer criteria.'

Your choices...

- FULL legal name, including recognized credentials... or,
- Your full name, including middle name or initial... or,
- The name that you are usually called, potentially including... or,
- A nickname (a rare choice for a professional resume)

**YOUR MAILING ADDRESS** also requires some choice. Does it potentially create a discrimination based on your 'neighborhood' or geography? In today's digital world of recruitment, your actual residential address is rarely used until hired. So, you may elect to use just your city and state... or simply use your email address as a preferred method of contact. If hired, however, be prepared to give your employer more complete and accurate mailing address.

Make a choice of which **PHONE NUMBER** you want to use. The traditional stacking of home, office, and cell numbers gives you little control. Rather, select the single best number to reach you during normal working hours—remember you are writing for the reader. An alternative is using a number that can be forwarded to you, where-EVER you are.

...And what about your **EMAIL ADDRESS**? Please be aware that while your family and friends might enjoy communicating with you at 'happymom@aol.com,' you will be more professionally received at 'JaneDoe1@gmail.com,' one of your FREE alternatives. Google allows you to forward from an email address that you can create to present a more professional "brand" for yourself—for example... 'QCPro@printmedia.com,' an opportunity to express your positioning and targeted industry. You'll want to create and control for accessibility during active job-search.

You thought these were going to be EASY choices? Remember that, in the digital world of recruitment, your contact information is your best 'unique identifier' of who you are in the mega-databases out there.

## POSITIONING STATEMENT

When a reader makes it through your contact information, in the top portion of a great resume they must have a clear picture of what you are motivated to do for them. In today's digital world of optimized screening and recruitment, THE Careerpilot encourages a very simple, straight-forward approach—one example...

### **DISTRICT OPERATIONS MANAGER**

*Business Development / Operations Analysis / Project Management  
Process Improvement / Quality Assurance / Staff Development*

Note the 'defining keywords.' It would be ideal to edit your resume template to precisely FIT each job or employment opportunity's title and requirements. However, this professional's more generic template might start with the following positioning...

### **GENERAL MANAGEMENT**

Strategic Planning... Operational Analysis... Manufacturing Process Improvement...  
Multi-unit Leadership... Customer Service

## YOUR QUALIFICATION SUMMARY

Pardon this metaphor, but if the readers are attracted to the title of your story, isn't it natural for them to look at the 'table of contents' or the chapter headings? In a great resume, you make this reader's choice EASY by supplying a high impact presentation of your qualifications. As was the case of your positioning statement and keyword definition (above), your qualification summary can be presented in several attractive formats.

One of the more common and effective is a narrative paragraph the covers the depth, breadth, uniqueness, and a glance at your work ethic and personality FIT... all in 4- 5 tightly word-crafted sentences. For example, following the positioning above...

Successful **general management professional** with over fifteen years of progressively responsible experience in the (targeted) XX industry. Fully accountable roles have demonstrated consistent leadership in strategic planning, business development, operations analysis, multi-unit responsibilities, project management, process improvement, quality assurance, and customer satisfaction. Uniquely valued for team-building and staff development commitment. Solid reputation as a customer's business partner and staff's respected leader—listens, responds and implements effectively.

## YOUR EMPLOYMENT HISTORY

Following your 'story's' title and table of contents... your professional experience, the content of your 'book,' provides the proof to the reader that you can succeed in the positioning you have promised. Again, several attractive formats available, but The Careerpilot encourages a chronological approach with a standard, easy to scan and follow look at how your background FITS the potential employer's requirements...

Each unique positioning statement requires specific accomplishment statement (bulleted sentences that offer the reader proof of your qualifications) selection. Following our example above...

### PROFESSIONAL EXPERIENCE

**The ABC Co, Inc** Dallas, Tx **2007 – Present**  
*SW Regional Director/ Plant Manager*

Recruited during economically difficult times to identify and resolve the Company's operational challenges in the Southwest. Originally brought in to manage the largest and legacy, Dallas plant... and as the turnaround unfolded, became accountable for five plants in a seven state Region.

- Identified top talent, promoting and recruiting key Plant-level Managers, assembling a cohesive and successful Management Team.
- Assessed each location's strengths to optimize local productivity and quality while containing spiraling cost issues... improved both cost-to-ship and time-to-ship within the first 9 months by 40%
- Etc
- etc

## YOUR EDUCATION

You are professional because you were trained or educated in what you do, experienced, and are good at it. So what if you don't have a college degree, a typical screening 'requirement' for a professional-level JOB? So as not to 'disappoint' that digital scanner that looks for degrees under the header EDUCATION... consider PROFESSIONAL DEVELOPMENT or RELATED TRAINING instead. Or did you totally learn what you do OJT? Consider the following 'pecking order...'

### EDUCATION

Doctoral degree, Masters Bachelor's, undergraduate degree, Associates Degree, Incomplete or 'in process' education

Corporate and national-recognized training and Certifications  
Other Training

## Are You Prepared for Optimized Job Search?

- ✓ Assessment... are you aware of your skill sets, knowledge and experience—as other people see you?
- ✓ Have you set a specific and clear objective? Your positioning and targeting is critical to the success of your recruitment.
- ✓ Does your 'personal marketing collateral' create appropriate visibility for your communication strategy?
- ✓ Have you identified, coached, and utilized your references to support and confirm your collateral materials?
- ✓ Are your written collaterals, including your LinkedIn Profile in sync with each other and consistent with your verbal approaches?
- ✓ Have you conducted level one research to determine attractive trends and target organizations?
- ✓ Have you assembled your initial contact list?
- ✓ Have you developed your Personal Marketing Plan?

**Important note:** You should be comfortable and confident with the first eight of the 12-step job search process before launching your job search "journey."



**ABOUT DFWCareerpilot...** A FREE, WEEKLY WORKSHOP event with a regular rotation of topical material covering a 12-Step Process **M.A.P. (MAHER Associates Process)** that will accelerate your job search success. Bob's presentation style is highly engaging and interactive, so never be shy with questions and/or supportive anecdotes.

**BE PREPARED** for Bob's two philosophies: Learn to Embrace The OTHER Job Market... and, fully optimize your efforts with a high tech/high touch approach!

1. His public Group on LinkedIn: **DFWCareerpilot**
2. **GO TO:** [www.dfwcareerpilot.com](http://www.dfwcareerpilot.com) and **FOLLOW** (register for) it to receive regular updates
3. Follow **DFWCareerpilot** on Twitter!



*Bob Maher created his online presence, [www.careerpilot.com](http://www.careerpilot.com), in 1994. He has over thirty years of successful experience in Corporate Recruitment, performance management and Career Management Services. He is an entrepreneur and innovator in the use of information technology in the recruitment and employment process.*

*On the Founder's Council of the Association of Career Professionals - International and quite active in their Professional Development, Technology and Chapter Growth initiatives--a frequent speaker at industry conferences and seminars. The Institute of Career Certification-International has him reviewing the portfolios of incoming applicants. Bob was presented with the prestigious LIFETIME ACHIEVEMENT award by The Association in 2006.*