

An Approach Find Your Job or Infuse Your Career!

Informational Interviews...
Another Way to Network

PHIL SNARE

MARCH 2017

- Stalled ?
- Daunted as you project your future ?
- Feeling unfocused ?
- Confidence may have waned ?
- Network kind of sparse—or so you think?
- I'm not the networking type ?
- Feeling negative?

Purpose Today

Share with you **why** you want **USE INFORMATIONAL INTERVIEWS...** focused, very intentional conversations to increase the power of searches--**command information...** how you'll ***benefit in the long-term*** as you ***energize your opportunities in the short-term***

Objective

focus... expand your vocabulary of the **company or industry culture** you're targeting OR exploring... **increase your awareness** about opportunities and the latest trends... **impact your current job or your search!**

[illegible]

We'll Cover...

- The **importance** of this kind of **approach**
- **Ready, SET... the COLD CALL and other first-time efforts to find contacts**
- Age/Experience... how that can and should drive **YOUR Questions... 101 to 301**
- Engaging new contacts... real world examples—**let's see what can happen!**
- **Keeping track...**

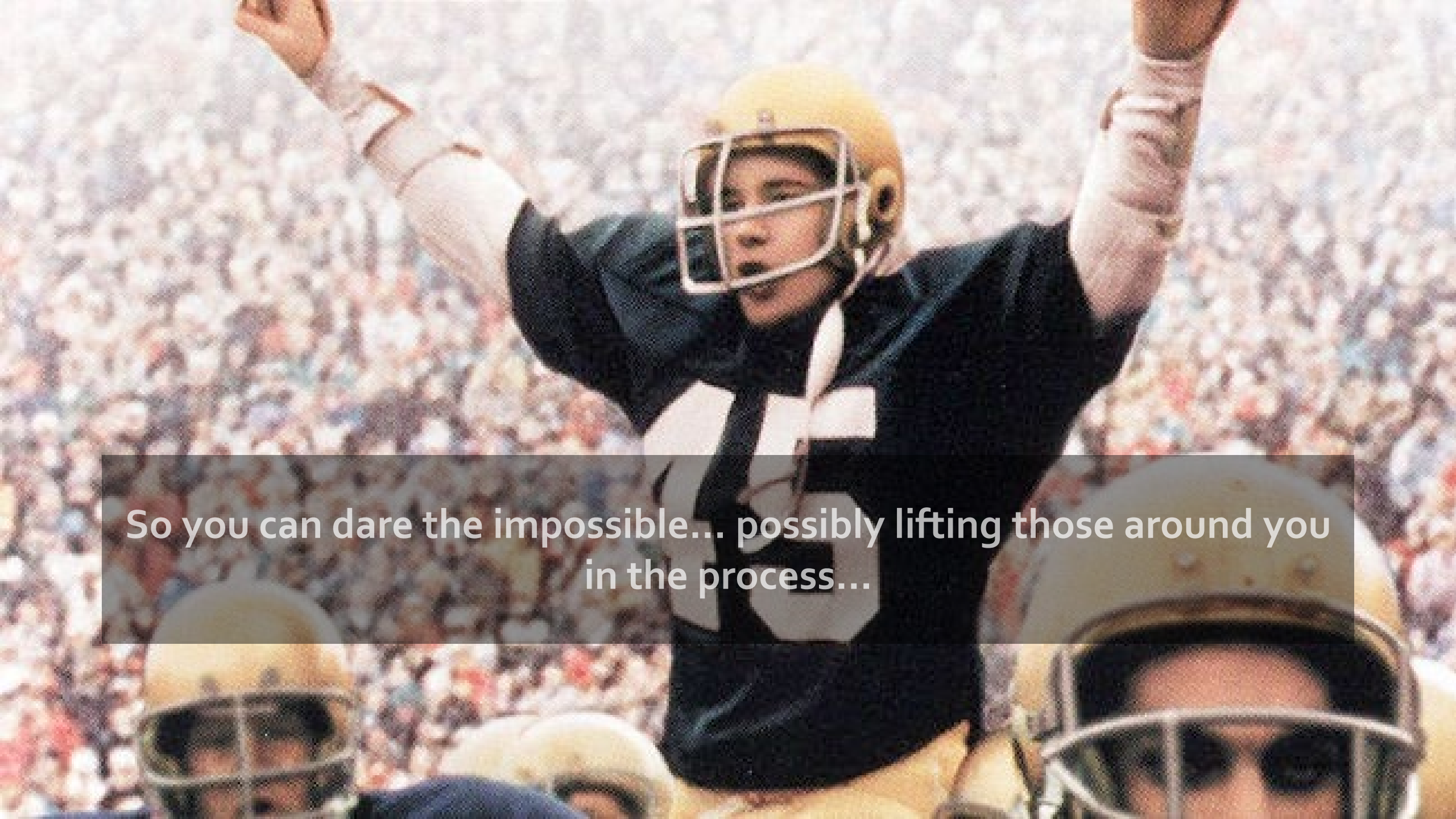
IT'S ALWAYS TOO SOON TO QUIT !

- NORMAN VINCENT PEALE





Why? Stay in the game... battle the doubts within and whoever those naysayers may be...

A football player in a black jersey with the number 15, wearing a yellow helmet and white gloves, is jumping with arms raised in a crowd. The background is a large, dense crowd of spectators. The player's jersey has the number 15 in white. The helmet is yellow with a white face mask. The player's arms are raised high, and the crowd is visible in the background.

So you can dare the impossible... possibly lifting those around you
in the process...

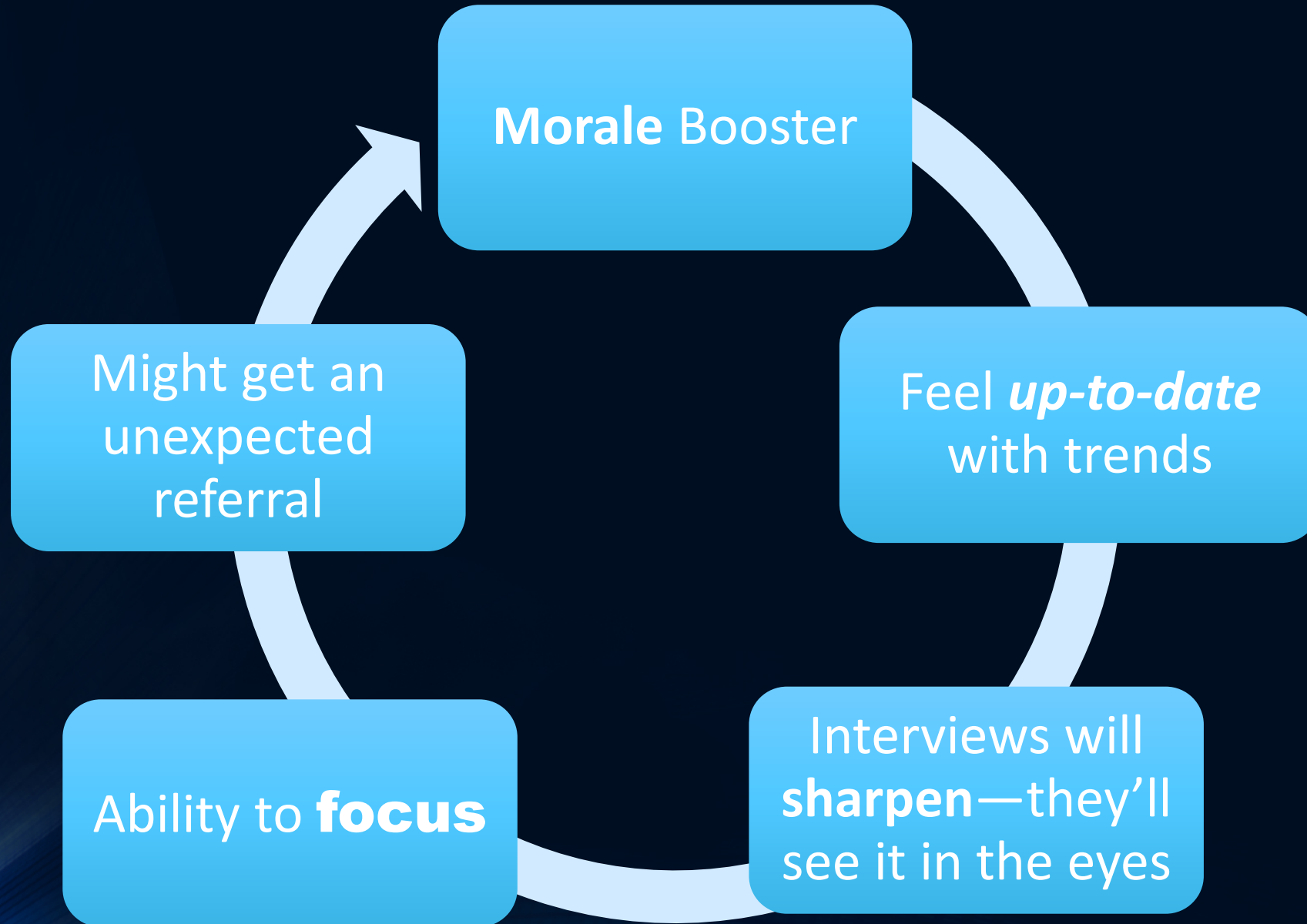
The background is a deep blue with a subtle grid pattern. On the right side, there is a bright, glowing light source that creates a lens flare effect, illuminating the surrounding area with a lighter blue hue. The light appears to be coming from a curved surface, possibly a tunnel or a large pipe, which adds a sense of depth and perspective to the image.

**Why this *reach-out* is
Important...**

"If you want to go somewhere, it is best to find someone who has already been there."

-Robert Kiyosak

Multiple Benefits...



Emotional / Practical Pay-off...

- **Idea of info Interview** may intimidate... it's about gathering information—not a job interview
- **Helps build confidence...**
 - Phrasing questions... articulating
 - Pacing... the give and take
 - Putting your *elevator speech* to use
 - Energizing... *fuel* your next moves—tactics/strategy
 - Resume will tighten



Go ahead and feel free to mess up... do the homework; there's no pressure... **get comfortable with YOU**

Put Knowledge to Work... 101 to 301

Example : Gov't Contracting...

You're biz dev, sales, RFP specialist, admin, fresh out of school—NET:
Works for most disciplines!

- What would help your info gaps?
 - > **SBA Reports Record-High Contracting for Women-Owned Firms**
 - > "This is the **biggest year for federal IT contract vehicles in a decade...** " says Brian Friel, principal of One Nation Analytics LLC
 - > **Pentagon Now Taking Bids on \$17.5B Encore III Contract for Global IT Services**



Delving into these headlines gets you focused!

You **ARE** a **BRAND**—

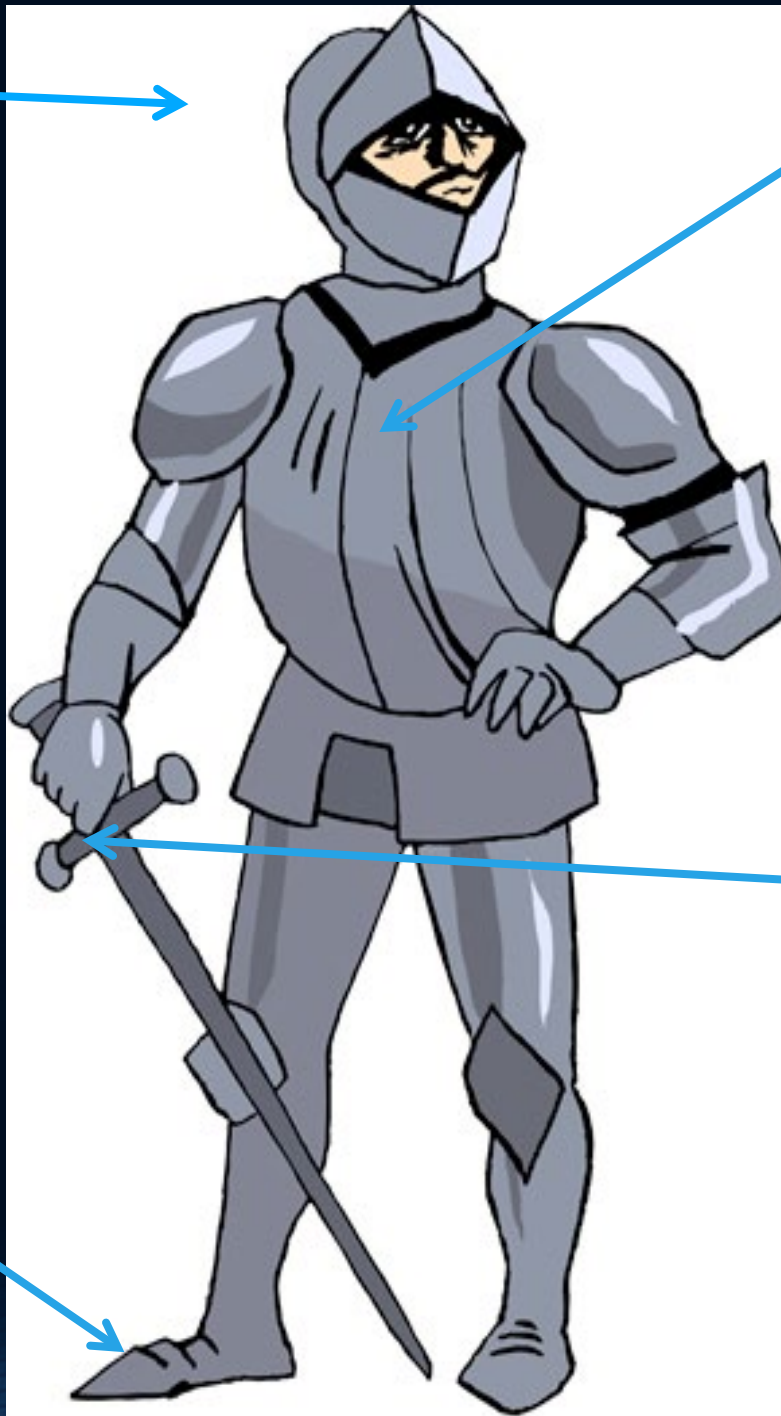
- First impressions
- Communicating
- Follow-up
- Nurturing new contacts

Smarts

- Objective for each call
- What pieces of your puzzle are you looking for?
- Know the company!
- Know industry!
- More networking
- Feed fresh ideas—test them
- Prayer...

Speed

- Calls, emails / week
- Follow-up
- Meetings / wk / mo.
- Multiple coffees
- Acknowledgments
- News timeliness



Heart

- Impassioned communication
- Belief in self = + impression
- Stamina—handle rejection / rigorous pace
- Presentation presence
- Phone presence
- Opportunity to look inside--honesty

Fearless

- Get the no—ask for the interview!
- Strive for in-person
- On-guard for embitterment
- Maintain humility—no one owes you

Smarts

- Objective for each call
- What pieces of your puzzle are you looking for?
- Know the company!
- Know industry!
- More networking
- Feed fresh ideas—test them
- Prayer...

Speed

- Calls, emails / week
- Follow-up
- Meetings / wk / mo.
- Multiple coffees
- Acknowledgments
- News timeliness



Heart

- Impassioned communication
- Belief in self = + impression
- Stamina—handle rejection / rigorous pace
- Presentation presence
- Phone presence
- Opportunity to look inside-- honesty

Fearless

- Get the no—ask for the interview!
- Strive for in-person
- On-guard for embitterment
- Maintain humility—no one owes you

Sales are contingent upon the attitude of the salesman – not the
attitude of the prospect.^[L]_[SEP]
- W. Clement Stone



Communicating...

Guidelines to consider

The background is a deep blue gradient. On the left, there are faint, curved lines. On the right, there is a more prominent pattern of concentric, curved lines that create a sense of depth and movement, resembling a tunnel or a stylized eye. The overall effect is modern and technological.

What are we up AGAINST?



Busy... Busy... Busy...

The FOLKS You're trying to REACH

Even Men are Multi-tasking...



Be Aware...

- Deferential
- Endlessly kind
- Understanding
- Prospect contact—always right

Your skin... *made of steel* !

They'll Take the Meeting...

- More often than not... if you've **disarmed** and been **forthright**—they'll take the meeting or the call
- Folks **REALLY don't mind talking about themselves**
- **More SENIOR the better**—even if you're just out of school
- Initial voice-mails, emails short and sweet
- Consistent message / theme

They'll Take the Meeting...

- More often than not... if you've **disarmed** and been **forthright**—they'll take the meeting or the call
- Folks **REALLY don't mind talking about themselves**
- **More SENIOR the better**—even if you're just out of school
- Initial voice-mails, emails short and sweet
- Consistent message / theme

Where do I Find Sources for Interviews?

- Sources that makes sense for you...
 - Regional chambers of commerce / tech news / association news / Post
 - College / alumni directories/mag... key in on positions you like
 - Linked-in almost as good... (caution on your notes)
- Spill the beans from the start...
 - “I’m engaged in a job campaign...” “Looking to expand my career antennae”
 - “**Not looking for a job at your company**... industry perspective, ideas, intell” **disarm, disarm, disarm**
 - **Say it again**... “not looking to hit you up for a job...”
 - Web site bios (senior exec profiles)... *play back* why you picked that person... alma mater, discipline...
 - Caught your name in an article, promotion snippet

Recent Headlines in the Assn Biz...

- Robert Enriquez Named Vice-President of Sales and Marketing at Visit Spokane
- SmithBucklin Promotes James McNeil to Executive Vice-President and Chief Executive of its Business and Trade Industry Practice
- Tania Armenta Named President and CEO of the Albuquerque Convention & Visitors Bureau

Other Local Business Headlines

- Mar 8, 2016 - Leidos preserves important VA IT work with Lockheed deal
- MedImmune, Hopkins to train researchers in commercial drug development - Mar 8, 2016



ALEXANDRIA
CHAMBER
OF COMMERCE

FAIRFAX COUNTY

ECONOMIC DEVELOPMENT AUTHORITY

LoudounChamber

THE OFFICIAL WEBSITE OF THE LOUDOUN COUNTY CHAMBER OF COMMERCE



DC Chamber of Commerce
— *delivering the capital*



**GREATER RESTON
CHAMBER of COMMERCE**



Doing Business Since 1926

**THE GREATER
BETHESDA-CHEVY CHASE**
CHAMBER OF COMMERCE

No Shortage of Networks—none!

Association Related	Misc. Industry Themes	Misc. Industry Themes
Healthcare Financial Mgt. Assn – 20.1K	Semi Truck Drivers - 138	Admin Asst. Employment Network – 9.7K
Medical Group Mgt. Assn – 17.1K	Owner Operators and Drivers of NA – 2.1K	Admin Asst. & Secy's of the World – 7.7 K
Assn for Operations Mgt. – 6K	Linkin Transp. Prof. 38.7K	NTA Faith-based Tourism Network - 149
Nat'l Contract Mgt. Assn – 9.1K	A Truckload, Trucking, Logistics, Supply Chn – 27K	Bridgepoint Connections – Prof. in DC / faith - 357
Prof Convention Mgt. Assn – 11.8K	SIA – Security Guards– 1.3K	Transcultural Exchange – 1.4K
Int'l Project Mgt. Assn – 5.6K	Private Security Prof. – 6.7K	Instit. Natural Med. - 953
Sales Lead Mgt. Assn – 2.9K	Private Security Agencies; Guards & Protection - 290	Substitute Teachers Network – 2.5K

LinkedIn Groups – continued...

Gov't Related Contracting		
Gov Con - 967	US Gov't Connections – 21.8K	US Mil Vets Ntwk -23.3K
Federal Gov't Contractors Group - +10K	Federal Gov't Contractor Network (TFCN) – 19.8K	Md Gov't Contr. – 287
Doing Biz with the Fed Gov't and Contracting - 3004	Gov't Contractors Network (GCN) - 395	Houston Small Biz Gov't Contr. 150
NZ Gov't Contractors - 1110	Gov't Cont. Hampton Rds -679	Gov't Teaming – 2,746
Fed, State & Local Gov't Cont. - 1109	Social Networking (LI) for Gov't & Cont. - 816	Gulf Coast Gov't Cont Assn - 50
Fed Biz Network – 11.8K	San Diego Gov't Contr - 180	Contractor Purchasing System Review Forum 1K
FL Gov't Con - 44	NatCapBRAC - 959	

Specific Corporations / Orgs.

SAS	SAP	Associations
Analytics & BI - 14.3K	Tri-state SAP Network – 1.6K	AARP - Mature Workers Network – 284
SAS Prof Forum – 18.5K	Govt't Contracting Opps Wash - 52	AARP - Tax-Aide Volunteers – 31
SAS Network – 9K	SAP Jobs USA - 98	The Assn for Operations Mgt. – 39.2K
SAS & Analytics Users – 8.5K	ERP Opps USA - 838	Assn for Project Mgt. – 24.4K
SAS Jobs Network 6.1K	SAP FICO – 1.2K	Int'l Facility Mgt. Assn – 30K
BI – 3.3 K	SAP S. FL - 654	Assn of Proposal Mgt. Prof. – 10.3 K
Biostat & Clinical Data Mgt. 3.1K	SAP Canada – 8.1K	Sales Mgt. Assn – 21.9K

Getting the Interviews: Some Perspective

- Develop **the list**... start making the calls, writing the letters, sending the emails
 - Indicate in you will call on a specific day and time and do so... **full pronged** effort gets you these interviews!
- **Experienced** (35+) = richer perspective + **variety** of disciplines
- Have resume handy for **context**--helps the discussion
- **Folks don't mind** talking about themselves... success drivers
- The hard-to-reach folks... follow-up **within reason** (3X over three weeks)
 - **Do not take personally** lack of access! Folks are busy!
 - Enlist **admin's help--disarm**... it's about info—not a job.

Suggested Steps to Fleshing Out LinkedIn Contacts



Request to Join
a Group

Look at
Members...
Request Link

Send Note
Requesting Call
or Coffee

Setting Expectations on Approaches

Area	Introductory - 101	Intermediate - 201	Advanced - 301
Contact Sourcing	Friends, family to start, job banks, fairs, state gov't, want-ads	Start working neighbors, ex-colleagues, classmates	Alumni, news, assns., chambers, DC 200, company site, news
Communication	Even with family and friends—send notes...	Same day for strangers on thank-you's	Reiterate themes, high points what resonated on day you interviewed
Interview Questions	Some informality OK	Start thinking game-face, focus—specifics	Homework on source, company, industry... test a pet thesis
Tone	More transparent	Professional + friendly	Buttoned-up exec-like
Prep	Fairly light... depends on the contact/position	Get a good sense of person you interview, industry sense	Like a job interview only it's not... ideas good, qtrly rpts.

"Start by doing what's necessary, then what's possible, and suddenly you are doing the impossible."

- **Francis of Assisi**

Drilling Down on Contact Vitals

- It's a cold call... how do I get tel. number or email address?
 - Most websites have News tab... Press Releases often indicate a contact and give away email approach to names x.xxxxx@acme.com; axxxxx@acme.net; g_xxxx@acme.org; lastname@acme.net; firstname@acme.net; lastname.
 - The Contact tab or drop-down often provides addresses
 - Almost all sites have "about company" tab... steer you to corporate info
 - About = leadership = bios = context for reaching out
 - Private co. data often available... query about 2012 revenues and you'd be surprised what's public

Sample, Actual Email...

- “Hi Tom... my name is Maxwell Smart, **this is a first time contact.** I’m keen to speak with you 15-20 minutes--preferably in person... because you carry 30 years of industry experience your perspective would be invaluable to me in my job campaign—AND NO, I’m not hitting Acme or you up for a job. Your stops at IBM, Oracle and SAS intrigue me very much. May I call on you and **set something up with your admin?**

From Today's Headlines – Balanced Perspective Key...

- Volkswagen Inquiry Expands to 17 Suspects
- In San Francisco and Rooting for a Tech Comeuppance
- U.S. Energy Agency Sees Lower Global Oil Prices
- Oil Prices Perk Up, Suggesting a Rebound Has Taken Hold
- **The Brains Behind the Brains: The New Admin...**
USAToday.com reports "*Executive Assistant is the new power job*" ... comp consistently rising... bases starting at \$60K and sometimes going as high or beyond \$200k...

Important protocols

- If your budget allows... **offer to pay** for breakfast, lunch or coffee
- If you're squeezed, **angle for coffees** during the day... but time will be at a premium
- **Same day**, send out a **thanks** email... still think hand-written is also a nice touch... do both!
- If you ultimately land something, go back to all the interviews that helped you along the way **and let them know you landed**

Overview: Informational Interview

- **Don't cross the bridge** and ask about jobs—integrity key!
- **In-person interview better**... about you too! Phone OK.
- You're still in **job interview mode**...
 - Dress for success... **be appropriate**
 - **Don't be late**—not a minute!
 - **Watch the clock**... if you said 20-30 minutes indicate, “well, its been 20 minutes... don't want to take any more of your time.” They may tell you they have a few more minutes—take them!
 - Bring notes to talk about... no pregnant pauses... be **up-do-date** on Fed, business and politics—if that's relevant
- 40-70 something's... biz casual tends to be OK... don't be too eager

OH.... Care & Feeding the Network



Regular Feeding...



Thoughtful Communication


- Headlines / articles noted... pass along
- Strategic insights
- Companies moving to the area
- Talent for them to hire
- Products and services you've come across... share
- Potential clients or customers
- **Power of the pen**

Maintain an Active Presence...

- There is no shortage of **newsy things** happening in the world which you can URL or cut and paste to share with your network and those gracious folks that granted you the interview



It all takes time, but worth it... drives positives about what you're doing... allows regularity in reaching out to your network



Being Age/ Experience
Appropriate with the
Questions
What Works—What Doesn't

Millennials...

- “OK, I’m not hitting you up for a job, but ultimately this is about getting a job... so I want to ask you questions that will enrich my perspective about what I’m up against.”

Some intro’s—make them count!

- “What do you think has made you or your colleagues successful?”
“What impresses you?” **OK to Flatter**
- “What role has education played?” Languages? Books?
- “I noticed in the press recently that one of your company’s main competitors is merging.” “Is the industry consolidating?”
- Gov’t scenario same deal... success drivers, barrier to entry, typical people employed, how you move up effectively? Impact of sequestration?

Forty-Five Plus...

- An industry change = **license to be a rookie**... don't be too *executive*... share why
- No apologies / excuses for what you did before—**game face**... what you're up against?
- Role of recruiters? IT? Personnel / talent trends?
- About **senior execs**
 - They've done well ... want to feel they're helping
 - May sound like you want job from them... **disarm, disarm, disarm**... what's a 40+ up against?
- Professionals want to help ... but don't make them feel bad if they don't
- B2C to B2G or B2C to B2B?

Questions That Work in Variety of Scenarios

- Economy... doing more with less... technology?
- Sustainability cutting across many industries... dedicated effort /person ?
- **Social media**... how used or controlled? Fears? Opportunity?
- Politics (not party specific) ... also doing more with less... role of issue marketing and social media?
- Global economy... language, expats, BRICs, cheaper labor trends/impact?
- **Big data**... structured and unstructured? Cloud impact?
- How late is too late for more education or certifications?
- **Data security**... impacts?

It is not your customer's job to remember you. It is your obligation and responsibility to make sure they don't have the chance to forget you.

 Patricia Fripp

Real World Examples

- COLD-CALLING AND SOURCES
- FIRST TIME EMAILS
- LEVERAGED CONTACT VIA MULTIPLE SOURCES
- THE FOLLOW-UP... STAYING ENGAGED

Cold calls via Washington Post Blurbs...

Angle: Call Bill Bernback, a senior dude at a an investment firm... they know a lot of companies

Why?: Article in Post all about how to pitch the investors ... you want some of that perspective and intro's to companies that have come by his office... even the rejects!

Cold-Call Voice Mails...

- “Hello! My name is Maxwell Smart... it’s Tuesday about 10AM and this is a 1st time call... I’m not selling—just on a job campaign and hoping to benefit from your perspective about the industry—outlook, etc. ... NOT HITTING YOU UP FOR A JOB! If I may be so bold, I’d like to schedule a time to meet over coffee... breakfast... whatever your schedule can afford? You can reach me at _____ or email me at _____
- 2nd attempt... Hello it’s Maxwell Smart... I had left you a voice mail last week and appreciate very well your busy schedule ... suffice it to say, I’d benefit greatly from your insights about the industry trends as I go about my job campaign... and again, it’s not about working at your company! I’m thinking 15-20 minutes of your time over coffee... by way of background... I’ve worked with _____ I’d really value your input! Thanks.

Timely First Time email off a Known Contact

Hi Jim!

It was timely to bump into you... your name is often mentioned in connection with people looking for their next career opportunity... in this instance... Brian Brannigan was one guy among many that encouraged me to reach out to you and here we are!

I'm sure you're in high demand these days, so I'm hoping for coffee time... bounce some ideas off you and see where that may lead...

I think you're input would be invaluable to my job campaign.

Thanks and best wishes, Maxwell Smart

Cold Call email via Mutual Friend...

Hi Lindsay!

I recall your reference to "gifts or calling." That resonated... here are some areas that stoke my business passions:

*** example 1

*** example 2

*** example 3

In meeting with you I wanted to be clear that this is not about H&K's and me, but exploring contacts in the Industry... folks you feel would be appropriate for an Introduction.

How about some dates / times for coffee or lunch that are work for you?

With kind regards, Maxwell Smart

1st Time Linked-In Note Followed by call

Ken,

I hope this note finds you well. I'd like to add you to my professional network on LinkedIn.

You may recall, I came knocking a few years ago, when you were with the ABC Agency. Since I didn't have entre to Mr. Big Cheese, I kept on exploring.

I'm currently working an angle to bring IT and classical marketing folks closer together in order to improve messaging platforms with more timely use of consumer / customer insights.

Kind regards, Maxwell Smart

1st Time email Followed by Reminder... Started with a Church Related Database

Hi Ben,

Forgive my persistence... we had communicated finding an opening on your calendar earlier... recall, I had cherry-picked your name from your roster of emails. Anyway, this is about exploring whether my job campaign efforts intersect with contacts that you may have. Glad to work around your schedule... perhaps a few dates and times... breakfast, lunch or something in-between.

Thanks for the consideration, Maxwell Smart - tel #

Church email database → email address I liked → Eureka!

Invite to Connect Which Came via Contact

Hi Max,

One of my colleagues, John Banks, passed along your resume and asked that I touch base. He mentioned you are networking at the moment for new opportunities in the marketing arena -- I'd be happy to give you some perspective on our company or the industry as a whole.

I have time for a call on Friday, say 10:30 or 11am if that works for you. Otherwise, next Tuesday or Wednesday would work as well.

Look forward to talking with you. My direct dial is 555-129-4042.

Thanks, Mike

Friend



Company contact



Info Interview source

Linked-in email... Leads to Cold Call and Tel. Interview Same day!

Bill,

You're the first I've reached out to on Linked-In without prior contact in my professional life, though, during my time with Agency it's likely my use of ABC data linked back to you. I'd like to add you to my professional network on LinkedIn... there appear to be several areas that may be of mutual interest.

A key common thread might be my interest with the divide that separates IT from so-called classical marketers. Having spent significant time in both camps, I believe there's tremendous upside to bringing them closer together.

Your schedule permitting, I'd like to talk to you in more detail about my current ideas to better address the "why" of consumer/customer behavior as it relates to Internet / Migrations.

Thanks—Maxwell Smart

Linked-In 1st Time... Leads to Invitation to Interview with Start-up Company in one Week

Hank,

I caught your upcoming Webinar via Potomac Wire and then took a closer look at your company. What you're doing and how you're doing it is of great interest.

Etc... etc... etc...

I'd like to meet with you to explore your corporate challenges and opportunities and how I can bring value in such a scenario.

Perhaps a few dates and times to meet about this this as a next step?

Sincerely, Fred Flintstone Tel #

Networking Cold Call--5 in a String...

1. Sent: Monday, May 11, 2011 5:19 PM To: maxwell.smart@att.net; Redford.Rob@

Subject: Introduction Maxwell Smart: I met Max through some friends and colleagues at what was then MCI and is now part of Verizon Business. He has an idea to capitalize on the fragmentation of media spend (advertising, promotion, etc.) in today's market, through acquiring some strategic assets. He is looking for an investment banker or PE firm that might be able to help him identify the companies and sources of capital. The only PE firm that I know that is solidly in this space is Quadrangle. As far as IB's I thought Houlihan and Locky would be good but I did not know anyone in media there. Although I do not know how familiar you are with media, I thought you might know of the right folks to call. Cheers, Alfonso Picardy

1. Original Message----- From: msmart@cox.net Sent: Monday, May 11, 2011 7:51 PM

2. To: Bob DeNiro; Redford, Rob Cc: Paul Newman, A Picarello Subject: RE: Introduction via Alfonso... thanks for the quick introduction to Rob-- and Rob appreciate the entre with Paul Newman with whom I'll follow-up with Tuesday. Thanks all! Maxwell tel #

3. "Rob Redford wrote: Alfonso - thank you for the introduction. Max - your idea sounds like a perfect fit for my friends at XYZ Digital Partners/Money Strategies. They bank, advise, and invest in and around media. And they're local.. Please contact my friend Paul Newman (p: 124-222-8115,]

4. Max - Please call when convenient so we can discuss your project. Thanks. Paul Newman 703/123-4962 (direct) 703/abc-1234 (mobile)

5. Paul Newman, Can we shoot for a face-to-face? Say coffee before work? I'm near Tyson's / Reston. If that doesn't work, glad to do this on the phone. Coffee / Telcon: Wed 7-9AM OPEN or After 11-Noon; Thur AM is good; Fri wide open. Best, Maxwell Smart 703-123-4567 M ----

Keeping tabs on to do's... Here's a Laundry List started From one email/Contact!

Hi Joe! I'm going through my notes and to do's and wanted to get your input on next steps coming out of your generous intros. I've indicated my follow-up in the notes. Contact by contact... here's what I'm looking at:

*** Tommy... intro to Matty and Johnny.. I was following up directly with Steve Busyman

*** Marcus... I didn't see any tangible next steps here, though I've tried unsuccessfully to re-connect with Jim Quiet, originally from Intell Sciences... good guy to keep connected to since he's close

*** Eric Riding... I followed up on his links to Jeremy Stance and Steve Hope which are still alive

*** Mitch Zeeman... I emailed him again to get his feedback on contacts that I have...

*** Gertrude Stein... there were several interesting angles... TTN, contact, Q-Tel, Morris, Alltech / Jan Pressed, Sunny Dream (QSS), and Mao Tse Dong--among others along with his own play at his company

*** Random contacts mostly through Estabon I believe.... Jan Michaels, Bif Collins, Carlyle links and getting plugged in to the Choral Arts Society... he also has my resume regarding their poney express service

*** Mr. IPO... active with one of his contacts at Justeen and the interactive kiosk play... hoping for intro Athletes Inc.

*** Leslie H / /SEO stuff ... think the thing to do here is stay focused on his deal at ING and connect w/ him upon his return

*** Greg Dollar... believe he left it up to me to re-engage him... but thought connecting with Estabon Dominquez made sense w/ Peter Pan along with Wilkinson Remy... was there a link to Thor Inc? What was the hook with PSC or Jack Pardee?

*** Jim Bezel??? you mentioned him yes?

*** Ken Griffey... I'm going to reach out to him and reference you... you gave me his business card

*** David Alls... I follow-up with him today, awaiting his response to set up meetings

*** Garrett Summersby.. I'm awaiting response from him on dates for you and Tommy John

*** Briar Cliffe at Explosion... we're set for lunch tomorrow... I'm driving

*** Charles Remington set for the 22nd at the Hotel for drinks

Did I miss anything... sorry to tag you like this... trying to be extra careful with these intros... I don't want to jump in too quickly or aggressively yet still maintain some continuity huh?. Best, Max

Keeping Track of all the New Activity!

- A network build will get complicated real soon, particularly if you're asking for additional contacts coming out of your informational interviews...
- Need to track prospect companies and contacts to maintain momentum
 - Friendly emails... you noted recently that competitor sold a division or acquired company or your contact's company did something... without being effusive, tell them "congrats!"
- A grid of some kind...

Keeping Track ...

Prospects / Contacts/Source	Moving Parts (insights)	Status	Next Steps	Timing
ACME / Alice Kind... came via news article... hit while fresh	3/9 Interview... went well... encouraged me to stay in touch	Sent thanks 3/9; see if others on Linked-In know her... like firm!	Research annual report look for angles—contact Alice with insights	Early July
Jim Goodhearted Alumni link	Has key position	5/3 Open to info. interview	5/5 Admin to contact me for dates	w/o July 11
Steve Nicely... Noted promotion in paper	Fast riser... will respect my cold call...	2 nd message with Admin... noted promotion	Give 2 nd message a week... and try again	w/o July 18
Sprokly Sprockets VP Biz Dev	Top 50 co. to work for... I like biz dev	Noted Top 50 and liked my interest...	Breakfast Silver Diner Tyson's Research for mtg.	July 18 7AM
Frank Federal	Heads up Int'l OPIC div.	Took call... mtg set	Research web site... Rehearse questions	July 21 10:30 AM

Another Approach to Keeping Track

Prospects / Contacts/Source	Referral	Status	Next Steps	Timing
ACME / Alice Kind... came via news article... hit while fresh	Daryl Dogood... via Alice—he's a bud and accessible	4/12 mtg was great... good intell on Fed market	Research annual report look for angles—contact Alice with insights	Early July
		Jim Gatsby via Daryl... comm'l side perspective	6/28 met with Jim... impressed w/ my focus... keep track	
			Mary Merry via Jim, actually hiring... 5/2 spk w/ her	Interview set— 7/12
			Jasper Jehoshaphat via Jim took my mtg... research guy another angle	7/14 Mtg. set

Get out in front of people!

- The informational interview keeps you in the game!
- Helps you stay upbeat and motivated
- Provides practical input to modify the resume
- Arms you with language relevant to the company / industry
- Builds your network.

A black and white photograph showing a group of soldiers in a tunnel. They are wearing helmets and uniforms, sitting or standing in rows, looking forward. The tunnel has a curved, ribbed ceiling and a doorway at the end.

Fundamentals Right?

Numbers... it's about the numbers... emails, calls, meetings / mo

Brace yourself!

Eyes forward... like a hockey goalie... amnesia is good!

Power of the pen!

Prayer... every day!



Take the plunge once again...



... but for those who hope in the Lord will renew their strength.
They will soar on wings like eagles; they will run and not grow
weary, they will walk and not be faint! - Isaiah 40:31



Thank you!