

Absolutely Uncommon Job Search Strategies



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According to Albert Einstein, the definition of insanity is doing the same thing over and over again and expecting different results. Typically, my calls are about job search training but today you're going to learn how to do things differently.

The good news is that you've already done something differently by signing up for this call. So, hang on tight because I'm going to take you on a wild ride through Uncommonland!

I can't teach you Absolutely everything on this one hour-ish call, but I'm hoping to draw your attention to something you didn't think could work, you didn't know existed, or something that you just forgot about. I'm going to give you around 100 uncommon ideas for your job search. Most will be free and some will require a small investment. They will all require at least a small investment of your time. After the call, there will be some steps that you may wish to take to further master a specific uncommon strategy.

If you find yourself saying "I know this. I know this. I know this"... you need to ask yourself, "why haven't I done this?" If the answer is "what if it doesn't work?", my question is what if it does?" Practically everything that I share today has worked for at least one person before you.

My goal is that at the end of the call you will have chosen at least one new strategy to try.

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Uncommon Targeting

- Identify target companies
- Don't just search for jobs on their site and stop
- Set up Google alerts
- Follow them on Twitter, LinkedIn and Facebook
- Deconstruct the company – what makes them tick?
- What's new? Press releases? New office? Awards? Promotions?
- What event are they sponsoring?
- What charity do they support?
- Can you solve a problem they don't know they have?
- "You may not be looking for a____but when you are, please consider me!"

Uncommon LinkedIn Uses

- Tell all of your LinkedIn connections that you are looking
- Always use a phone number and email on everything –
 - a. Use Google Voice for privacy –
 - b. Including your phone number is the international sign for call me
- If someone just landed the job you wanted, is their former job still open?
- Can they send leads to you that they aren't needing anymore?
- Why they were chosen instead of you – can you get the additional experience?
- Can a present or former employee give you advice on how to get in?
- Finding hiring managers on LinkedIn and going around HR

Uncommon Education

- Attend conferences to meet your peers
- Learn and use the language of your new industry
 - a. When speaking to a teacher, you'd refer to her classroom or students, you wouldn't say clients, associates, or people
- Watch YouTube, read press releases, study their website – appear to be an insider
- Sprinkle industry lingo into your resume, cover letter, interview, phone screens, and networking conversations
- Get the certificate that professionals in your industry have
- Get software free trials - nearly every Adobe product can be tried out for 30 days
- Get the entire current Microsoft Office suite for \$10/month from GoDaddy.com
- Get SafariBooksOnline.com
 - a. Read books to claim "familiar with" for new software
 - b. \$35/month for tens of thousands of books
 - c. Technology, management, finance, leadership
 - d. Free 10 day trial – it's like sleeping at Barnes & Noble for 10 days
- Add a "Professional Development Library" or "Books Read" section on your resume to help with SEO

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Uncommon Resumes

- Resumes are meant to be functional but they don't tell me much about "you"
- Considering adding a headshot and "looking the part"
- Consider adding logos to your resume – do not post this resume on line
- Use numbers and other statistics on your resume to prove your value
 - Recognized money or time saved
 - "Implemented a process that saved 20 people an hour per day"
 - You only have to be more valuable than you cost (2x your salary)
 - Benefits, office space, heat, etc.
 - Call and ask your boss for a quote
- Have a well formatted plain text version - use Notepad

Uncommon Perception

- Older email providers - aol.com & Hotmail.com
- Don't use crazychick@gmail.com
- Consider a vanity URL
 - TopSecuritiesConsultant.com is available!
 - You do not need to have a website – point it towards something like your LinkedIn profile, portfolio, sample of work, resume or something else on the web
 - Someday if you own a business, it can be moved to your future business web site
 - You can then have Steve@topsecuritiesconsultant.com
 - Add it to your business card, your emails, your resume, etc.

Uncommon Ways to Prove Your Skills

- Have your electronic portfolio (or your vanity URL) ready to share
 - During interview
 - In a thank you note
 - On a phone screen
 - Make sure the files are not proprietary
- Write a book or white paper
- Write an article on LinkedIn
- Get published as a guest blogger in your industry
- Create your own blog
- Create your own Twitter feed or Facebook page
- Send a 30-60-90 day plan

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Uncommon Attention Getters

- Tried and true ideas
 - Call the hiring manager
 - Drop by
 - FedEx your resume
 - Fax your resume
 - Turn your family into your headhunters
- Some people will think you're crazy and will tell you the following are bad ideas but the people who have landed jobs using these techniques will tell you that they are perfect
- If just one person thinks it's an excellent idea, you win!
- You must also have the skills they are requiring, but maybe fewer than the average person
- Do A B testing
- Attention getting resumes
 - Try www.visualcv.com
 - Hire someone on Fiverr to create a full color postcard or brochure
 - Hand it out at networking groups and the Chamber of Commerce
 - Post it on bulletin boards
 - Drop it in the mail with a branded cover letter
 - Infographic resume
 - Chocolate resume
 - Google resume / Facebook resume / Amazon resume
- Attention getting gizmos
 - Shoes (new)
 - Cookie
 - Pizza
 - Socks
 - Egg timer
- Attention getting strategies
 - Stand on a corner with a sign
 - Call the author of a book
 - Buy a share of stock in the company
 - Facebook ad
 - Christmas Lights
 - Billboard
 - Video testimonial
 - Top 10 reasons video
 - Google Job Experiment

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Uncommon Interview Strategies

- Zoom or electronic portfolio
- Dress for Success
 - Dress at the level you want to be hired for
 - Wear the color of the company's logo
- Don't forget to smile and maybe use humor
- Practice/rehearse on video
 - Focus on your body language and "spacers"
 - Focus on voice quality
 - Do you sound sleepy?
 - Are you confident, professional, and articulate?
 - Are you speaking too fast or too slow?
 - Are you boastful or antagonistic?
 - Show the video to your friends.
- Closing question - "Is there any reason you would not consider inviting me back for a second interview?"
- Thank you after the rejection

Now let's all go be Absolutely Uncommon!

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