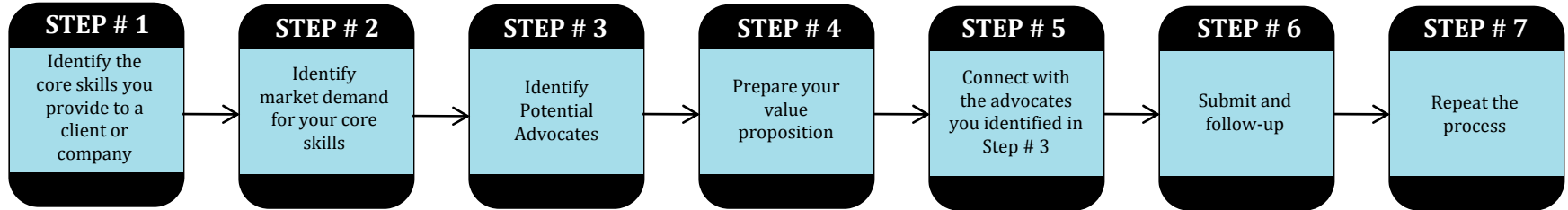
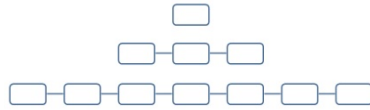


Rod Colón presents:

## The 7-Step Job Search Methodology

# JOB AID





Look at generic resume  
Review the core words (skills) that stand out  
Create list of 3 – 5 core skills

Bring your list of core skills  
Run the "Advanced Search" on Indeed.com  
Find a match that can be answered "yes":

- Can I do it?
- Can I prove it?
- Am I interested?

Print the job opening; save job opening electronically for use in Step 4

**Group A Advocates:**  
Identify decision makers who currently work at that agency or company with decision making authority

**Group B Advocates:**  
Find individuals working at the company who have some knowledge of this job opening.

**Targeted Resume:**

- 1) Copy & paste the job description's core requirements and responsibilities into a blank Word file
- 2) Answer the questions posed in viewing the core requirements, responsibilities (i.e., what are they looking for? Answer in bullet point format)
- 3) Answer the questions in the following format:
  - What did you do?
  - What was the impact?
- 4) Do Step 3 for the last 3 – 5 years of experience
- 5) Incorporate bullets into generic resume; you now have a TARGETED RESUME  
Cover Letter  
Job Description

Connect with the advocates you identified in Step 3

**Group A**  
Prepare your 40-second sales pitch; refer to **Group A Advocate Phone Script**  
After 48 hours, leave voice-mail and follow up every 5 business days

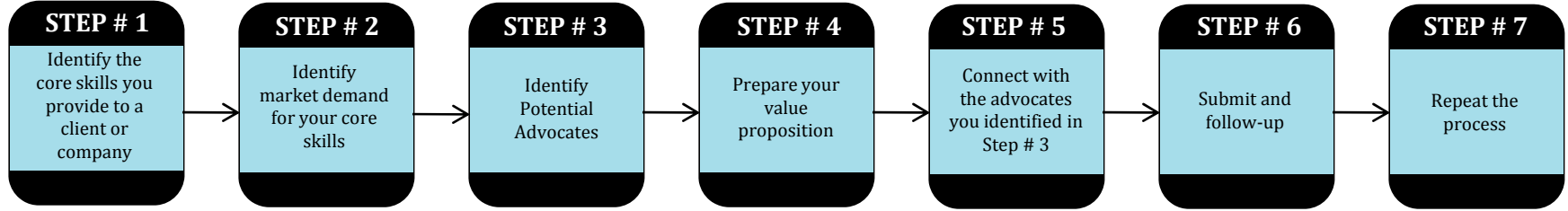
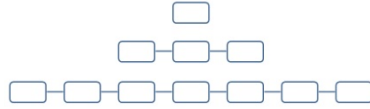
**Group B**  
Reach out to a Connector1, and Connector2 (if needed), to reach a Group A advocate

**Submission**  
Submit as instructed by advocates

**Follow Up**  
Follow up as indicated per conversation with advocate

Go to Step 1

**Procedure**



**STEP # 1**  
Identify the core skills you provide to a client or company

Generic Resume, Highlighter

How can you be in business without a service or product?

**STEP # 2**  
Identify market demand for your core skills

Indeed.com – Advanced Search Feature

You're not in business until you find a client; must identify market demand for core skills

**STEP # 3**  
Identify Potential Advocates

LinkedIn for both Group A & B Advocates

Tapping relationships, mentors, and decision-makers directly; you're removing yourself from the Unknown Network. You're using business intelligence-gathering (just like CEOs). You are leaving NOTHING TO CHANCE.

**STEP # 4**  
Prepare your value proposition

Generic resume, a well-Matched job description, And "Cover Letter Job Aid" (on etpnetwork.com)

This is where you will build your case for the position. Caution: BUILD, not MAKE – Making your case comes in Step 5.

**STEP # 5**  
Connect with the advocates you identified in Step # 3

LinkedIn, Targeted Resume, Cover Letter, Phone Scripts

**Group A Logic:**  
Now that you're ARMED with your business case, you're now ready to MAKE your case.

**Group B Logic:**  
You need "cheerleaders" to take you from the unknown (strictly targeted resume) to the HUMAN FACTOR, i.e., recommendations, testimonials, shared experiences.

**STEP # 6**  
Submit and follow-up

Value Proposition; Advocate Worksheet

**Re: Value Proposition:**  
We're now in the business aspect (solicitation); we're submitting our proposal to the client based on THEIR RFP (request for proposal).

**Re: Advocate Worksheet:**

**FOLLOW UP OR FAIL !!**

**STEP # 7**  
Repeat the process

Review all tools you've used so far; you'll need them again.

No client is guaranteed A "YES" on each submission. Sometimes we fail. The point is to move on to the next opportunity.

**Tools**  
**Logic**