

## Job Search Marketing Framework

### 1) PRODUCT: What Product Do You Have to Offer the Market?

- ☐ Identify your niche (1-2 functions, 2-3 industries):
- ☐ If you need help, consider your Core Interests, Strengths, Values, Key Rewards, Personality Type:
  - Work with your career coach.
  - CareerLeader assessment – Core interests, Key rewards
  - MBTI (Myers-Briggs) - Personality type.
  - Values Card Sort exercise:
   
<http://www.stewartcoopercoon.com/jobsearch/career-values/>
- ☐ Competing Values – Strengths; Values
- ☐ List of functions and industries:
   
<http://www.bus.umich.edu/StudentCareerServices/CareerTracker/Industries%20and%20Functions.pdf>
- ☐ Write Elevator Story/15-30 Second Commercial that reflects your value proposition/brand:
   
Sample: I am a (fill in functional identity), currently/most recently with \_\_\_\_\_. I'm just completing an Executive MBA at Ross, and I'm looking to take my interest in \_\_\_\_\_, along with my skills in (unique selling point) and (unique selling point) to (function/role) or (function/role), within (industry, industry, or industry).

### 2) PLACE

- ☐ **Geography:** If you're open, in what cities would you LIKE to live?
- ☐ **Organization Culture:** Reference CareerLeader, Competing Values
- ☐ **Target Company List:** Generate a list of 10-20. Uses Kresge databases, such as OneSource and CareerSearch, and update continually.
   
<http://www.bus.umich.edu/kresgelibrary/resources/databases.htm>.

Industry 1	Industry 2	Industry 3
Target company	Target company	Target company
Target company	Target company	Target company

### 3) PRICE

- ☐ **Compensation:** What do you need to make, and what are you willing to accept to achieve your goal? What's the range of your target role? (salary.com, jobnob.com)

#### 4) PACKAGING

Work with your career coach to ensure your resume, LinkedIn profile, and any other marketing materials reflect your value proposition/brand, and are targeted toward your niche. Revisit as needed.

☐ **Resume:**

[http://www.bus.umich.edu/AlumniCommunity/AlumniCareerServices/CareerSearch/2-Resume.htm#Learn\\_More](http://www.bus.umich.edu/AlumniCommunity/AlumniCareerServices/CareerSearch/2-Resume.htm#Learn_More)

☐ **LinkedIn profile:**

[http://www.bus.umich.edu/studentcareerservices/careertracker/LinkedIn\\_Profile\\_Checklist.pdf](http://www.bus.umich.edu/studentcareerservices/careertracker/LinkedIn_Profile_Checklist.pdf)

#### 5) POSITIONING

☐ **SWOT Analysis**

**Strengths and Opportunities in the Market: (Expand table as needed):**

What are my qualifications? What are my unique selling points? What needs exist that I am uniquely able to fill?

(Inputs: Resume, Success stories, CareerLeader, Leadership Brand, Competing Values results, MBTI, MBA and other formal education skills/experiences.

Update with lessons learned from research and networking.)

My Strengths	Opportunities/Needs of Market

☐ **Weaknesses/Threats:**

What potential risks or challenges might I face in each target function/industry? Can I address them? (e.g., Lack of industry knowledge, Lack of contacts in target industry/location, Bias toward former industry)

My Weaknesses/Threats To Success	Can I Address?

☐ **Research target industries/functions to strengthen business case.**

☐ Tap online tools (Company websites, Kresge research databases)

☐ Conduct informational networking (EMBA cohorts, personal contacts)

☐ Determine:

- Who are the market leaders? What are the industry trends? Is it possible for someone with my background to move into this industry/function? How should I go about making this move? How can I best sell myself?

## 6) PROMOTION

- ☐ **Conduct networking.** Goal is to make a warm connection within each target company. Develop advisory relationships over time. Never ask directly for a job, always ask for information and/or connections. Use a network contact spreadsheet to track conversations. Stay in touch monthly.
  - EMBA cohorts, EMBA alumni, Ross/UM/undergrad alumni/clubs
  - Current/former colleagues/suppliers/customers
  - Professional organizations
  - LinkedIn connections
  - Family/friends/neighbors
  - Non-professional organizations (such as church groups, PTA, etc)
  - Service people (doctor, lawyer, accountant, hairdresser)
- ☐ **Identify other ways to promote your brand.**
  - Lead discussions on social networking sites
  - Attend/speak at conferences
  - Volunteer in professional organizations
  - Seek out board memberships
  - Start a consulting business
  - Do pro-bono work
- ☐ **Decide if search firms are right for you.** Discuss with your career coach. Directory of Executive Recruiters (Kresge keeps a hard copy):  
<http://www.kennedyinfo.com/executive/recruiters/directory?C=KjXIVOZPgdlgSrql>
- ☐ **Monitor job boards.** Use for research, understanding language and pain points. Use networking to get a warm referral for each target job posting.  
<http://www.bus.umich.edu/AlumniCommunity/AlumniCareerServices/CareerSearch/4-Job-Postings.htm>
- ☐ **Practice interviewing.** Plan interview strategy and conduct mock interviews with your career coach.

## 7) PLAN OF ACTION

- ☐ Create an action plan. Share it with your partner, a trusted colleague, or your coach, for support and accountability.

Week of:	Task	Completed?