

Marketing Yourself Successfully

*What the most
successful job hunters
do differently than
everybody else*

Struggling
job hunters
think that
they deserve
a great job

Stellar
job hunters
know that
they're going
to have to
fight for one

Struggling
job hunters
assume
they'll find
work easily,
since they
always have
before

Stellar
job hunters
recognize that
times have
changed and
therefore take
nothing for
granted

Struggling

**job hunters
tend to talk a
lot about
their past**

Stellar

**job hunters
tend to talk
about their
bright future**

Struggling

**job hunters
attempt to get
companies
interested in
their skills,
experience,
and
qualifications**

Stellar

**job hunters
concentrate on
selling
companies
what they
actually want:
profitable
solutions!**

Struggling
job hunters
count on
others to save
them or try to
“outsource”
their job hunt

Stellar
job hunters
recognize that
they are 100%
responsible for
their own
success

Struggling

**job hunters
“wing it” in
their search
and tend to
approach the
process more
or less at
random**

Stellar

**job hunters
develop a
solid, serious
game plan and
manage the
process like a
mission-critical
project**

Struggling
job hunters
come across
as desperate,
needy, and
out-of-control

Stellar
job hunters
act like
winners who
are in total
control of
their destiny

Struggling

**job hunters
play it safe
and focus
entirely on
chasing
published
leads**

Stellar

**job hunters
get out of their
comfort zone to
uncover hidden
leads and
create new
opportunities**

Struggling

**job hunters
tweak their
resume over
and over
again, hoping
to achieve
perfection**

Stellar

**job hunters
recognize
that resumes
are highly
subjective
and a fairly
minor part of
the process**

Struggling

**job hunters
spend hours
writing long,
flowery
cover letters**

Stellar

**job hunters
discover that
companies, for
the most part,
don't read
cover letters
anymore**

Struggling
job hunters
cannot clearly
answer the
question
“what are you
looking for?”

Stellar
job hunters
draft, polish,
and practice
their “elevator
pitch” until it
shines

Struggling
spend hours
each day
trolling job
websites in
the hope of
finding leads

Stellar
job hunters
discover that
they can turn
up 95% of all
advertised
opportunities
using only
three websites

Struggling
job hunters
expect
recruiting
and staffing
firms to be a
significant
source of
leads

Stellar
job hunters
realize that
recruiters only
place a tiny
fraction of the
candidates
that contact
them

Struggling
job hunters
think
networking
means
hanging out
with people
and
schmoozing

Stellar
job hunters
approach
networking
with a
goal-oriented
mindset and
ask people for
specific help

Struggling
job hunters
don't "get"
LinkedIn and
how to use it
properly

Stellar
job hunters
recognize
LinkedIn as the
single greatest
tool job
hunters have
ever had at
their disposal

Struggling

**job hunters
don't have a
clue which
companies
they want to
work for**

Stellar

**job hunters
build a list of
the 20-30
companies that
best match
their interests**

Struggling
job hunters
wouldn't
dream of
cold-calling
an employer
to "pitch"
themselves

Stellar
job hunters
realize that the
right value
proposition can
still open any
door, if lobbed
at the right
decision-maker

Struggling
job hunters
prepare for
interviews by
memorizing
canned
answers to
canned
questions

Stellar
job hunters
research the
employer's
needs and
arrive with a
sound strategy
for winning the
job offer

Struggling

**job hunters
assume that
the people in
their network
“have their
back” and are
looking out
for them**

Stellar

**job hunters
update the
people in their
network
constantly to
share progress
and stay
top-of-mind**

Struggling
job hunters
become less
and less
marketable
during the
course of
their search

Stellar
job hunters
keep their
skills sharp
and find ways
to constantly
increase their
marketability

Struggling
job hunters
treat looking
for work as a
chore, a drag,
an injustice,
or an
imposition

Stellar
job hunters
embrace
looking for
work as a
skill essential
to lifelong
success

Struggling

**job hunters
will usually be
out of work
for a lot
longer than
they'd hoped
or planned**

Stellar

**job hunters
tend to land
multiple
offers, even
when the
economy isn't
in great shape**



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