

10 STRATEGIES:

“When You Want to Want to Manage Your Career Transition Effectively”

1. Identify “who you are”. Define your product or service, your area of expertise.
2. State “your story” in 20 seconds that says, “this is who I am and what I do”.
3. Network to find your target market, bypass the competition and find the hot leads.
4. Think of yourself as a total marketing package.
5. Produce marketing documents with credibility.
6. Target 20 companies with a working list of 10 that interest you most.
7. Invest time gathering accurate information about your chosen field. Who are the “best and brightest” in your area? Why are they the best? Can you meet them?
8. Prepare for your job interview using a video camera. Be a friend to yourself in watching the playback. Look first for what you did well and choose only one or two things to improve at a time.
9. Always follow through with a note or e-mail of thanks.
10. Maintain your motivation by rewarding your efforts not results.

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