

IT IN THE D.COM PRESENTS...

THE 10 COMMANDMENTS OF JOB SEARCH





**“YOU MUST
UNLEARN
WHAT YOU
HAVE
LEARNED”**

SO, WHO ARE YOU GUYS?

- Detroitnet.org Founded in 2001 as the “anti-group” (see: didn’t like any groups)
- Re-branding in 2014 as solely “IT in the D”
- Run by 3 guys (The Sales Guy, The Geek, and The Voice Of Reason)
- Closing in on 5,000 members on LinkedIn
- Over 1,800 unique visitors and 8,000 page views daily at detroitnet.org
- IT in the D podcast listened to by over 10,000 people per episode
- Over 650 jobs fulfilled through our meetings
- 100% grassroots
- No guest speakers, name selling, forced sales pitches
- Featured in CNN/Money Magazine, WJBK (FOX), WDIV (NBC), WXYT (ABC), 96.3 WDVD, Oakland Press, MLive.com, Detroit Free Press...
- 2010 CBS People’s Choice Blogger of the Year Award (Life section)

SO, WHO AREN'T YOU GUYS?

- Ninjas, Experts, Gurus or Life Coaches
- Trying to get you to pay \$300 so I can re-write your resume
- Trying to sell you something afterward
- Someone who will sugarcoat the truth

I. Thou Shall Understand Priorities

You have a job. It's finding a job.

- Let's say that one more time...
- Get off the couch!
 - Get up every morning
 - Get into a work mentality
 - Wear decent clothes
- If you submit resumes online all day, you're doing it wrong
- LinkedIn is your friend
- TV, video games, and anything else in your home is the enemy
- Network, network, network
- Network some more



II. Thou Shall Figure Out Thy Message

You are not everything to everybody

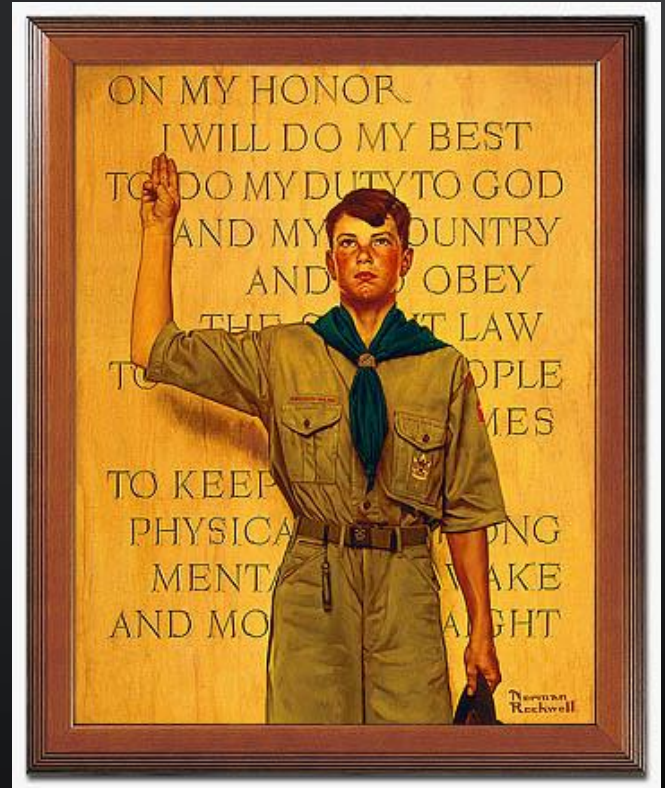
- Who are you?
- **What** are you?
- Have conviction in your message
- Know what you want...
 - ...even if it changes daily
- Be 100% positive
 - Only whiners like whiners
- Do. Not. Complain. About. Anything.
 - No really - don't.



III. Thou Shall Be Prepared

Treat every day like an interview

- Remember The First Commandment?
- Have business cards at all times
- Have a professional email address
 - Not “BigPoppa69@hotmail”
- Don't bring resumes around with you
- Dress appropriately everywhere you go
 - You never know who you might meet
- Your phone is charged, your LinkedIn profile is updated, you are always available



IV. Thou Shall Fixeth Thy Resume

This is make or break time

- There is no perfect resume
 - Grab a template and go
- State everything you did that had an impact on the business
 - Was 103% of quota
 - Projects done on time 99%
- Write multiple versions
 - One for your ideal job
 - One as a raw, easily adaptable starting point for customization.
- Have someone check for grammatical errors
- No objective line. Please. We're begging.



V. Thou Shall Giveth in Order to Taketh.

Volunteer

- Call local charities you have a passion for
- Get involved with anything/everything you can, but don't force it
- Utilize your spare time properly
- In doing so, you will set yourself apart from your competition
- Companies not only want strong talent, they want good citizens



VI. Thou Shall Utilize Social Media Properly

You are being Googled as we speak

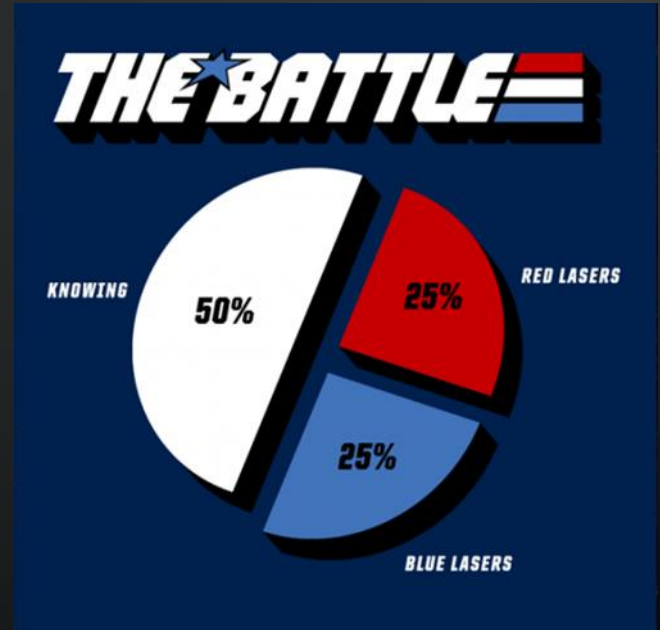
- Facebook is your living room
- LinkedIn is your office
- Twitter is...well, we still don't know
- Google+ is your gym membership
- Leave your political views at home
- Everything you write is there forever
- Don't post just to try to remain relevant



VII. Thou Shall Knoweth Things

Over coffee or in a formal interview, knowledge is power.

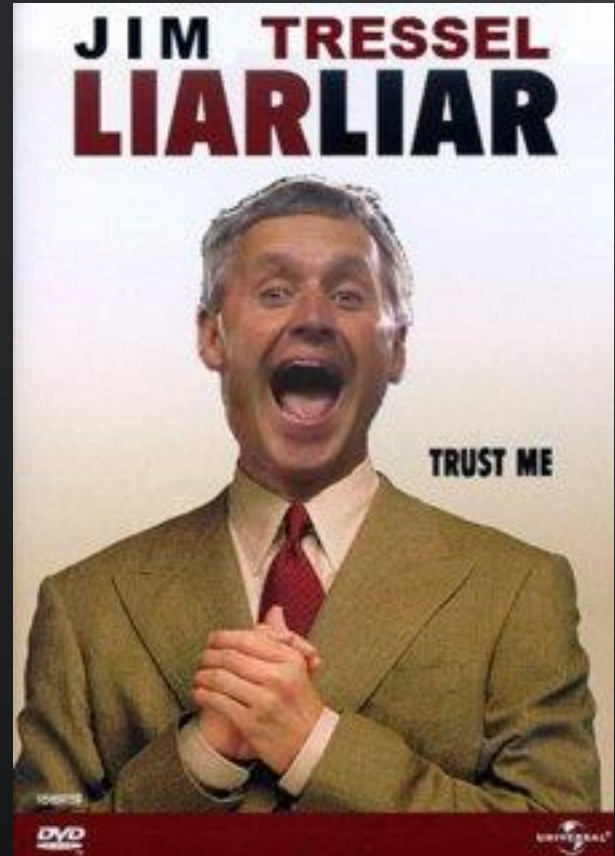
- Knowing the company is more important than knowing yourself
- Google their latest news
 - Bring it up casually in conversation if news worthy
- Know why you want to work there
 - “Because I want a paycheck” isn’t the correct answer.
- Bring a notebook, a pen, 5 copies of your resume in a folder
- Wear a suit. Period.



VIII. Thou Shall Not Lie

It's a small world after all

- No need to exaggerate
- Don't be a BS'er
- People will find out quickly, and the word will spread
- Don't be ashamed of who you are
 - See: I'm trying to get into the industry



IX. Thou Shall Lather, Rinse and Repeat

Jobs are like relationships, they can go away just like that

- Work LinkedIn at least 10-15 minutes a day
- Be friends with every recruiter you can
- Never stop networking
- Never stop volunteering
- Keep your resume up to date at all times
- Always be prepared for the next job
 - You can be let go anytime for any reason, good employee or not
- Treat yourself like a professional sports free agent
 - You and only you are going to look out for yourself



X. Thou shall follow up

The key to everything

- Send a thank you note the next day
 - Don't be overbearing
- Send a LinkedIn request
- Prepare a 30-60-90 day plan, send with the thank you note
- Have good references ready, send with the thank you note
- Feel free to ask the status of the job every week
- Don't think you have any job in the bag, don't stop prospecting



Call to Action...

- YOUR JOB TODAY
- MESSAGING
- COMMUNITY
- PREPARE
- FOLLOW UP
- REPEAT

THANK YOU...



Networking Detroit, One Beer at a Time!