

Excerpt from Angela Lussier's upcoming book:

## **The Anti-Résumé Revolution**

*Do you want to live an authentic and meaningful life?*

The Innovative & Forward Thinking Guide for  
Job Seekers and Aspiring Entrepreneurs.

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### **Chapter 9**

#### ***Building Credibility and Visibility To Get the Job You Want, Faster!***

This chapter is filled with tips for anyone who wants to set goals and achieve them. I know I've set hundreds of goals that were never accomplished. I realized the reason for this was always one of four reasons:

1. I didn't understand what it took to hit the goal
2. I didn't really care enough to do it
3. I was scared of it
4. I wasn't ready for it

It's so easy to say you want to do something and never do it. The hard part is actually doing what you say you want to do, and doing it for the right reasons. Writing things down makes things happen faster, so grab a pen and let's get started.

As I've mentioned several times in this book, if you are a job seeker, I consider you currently 'self employed'! You are your own boss and you are in charge of your success. Your situation right now is very similar to a newly started business because you have to start laying a solid foundation before you start seeing any return. In order to be successful, you must use your time wisely and look at each day as an opportunity to get one step closer to your goal.

In order to do this, determine what your goals are and when you will achieve them using the following formula:

I created a fictitious person who has figured out her professional and personal goals to get you started. As you are reading through this, jot down your own goals and strategies and tactics you will use to accomplish them. The italicized portions of the goal setting are additional pieces of information helpful for your goals list.

Let's get started:

In order for a goal to be a goal (and not a dream), it must be measurable. This means you have to attach an amount of time, or a deadline to it. For instance, "get a

job” is not a goal. Why? Because there is no way of showing whether or not you were successful at meeting that goal! I guess if you get a job in 2011, you were successful, but did you go bankrupt, lose your home, and end up on the street before that happened? I’m going to assume that those elements were not part of your goal. Instead, set a goal like “find a fulltime job by December 31, 2009”. Once you have an end point, you can focus on that date as the end of the race. You have until that date to achieve your goal.

Of course, when you are setting goals, they should be well thought out. Don’t just pick a date and focus on it, pick a date that has meaning. For example, if you only have enough money to get you through the end of February of 2010, you might want to set your goal for the end of December to give yourself a cushion and not stress out about cutting it too close.

One more thing to keep in mind, your first month on the job search will be the busiest as you start building your foundation and doing your research. The first day of “self employment” is not the first day of vacation! Get busy building your network and gathering information so you don’t have to worry about putting that For Sale sign on your front lawn, that’s never fun.

Here are some example goals for my made up model. We’ll call her Rosslyn.

#### **What are my professional goals?**

1. Get a full time job by December 31, 2009.
2. Build on my technical skills (websites, graphic design) using online resources or attending classes and commit 4 hours/week to this goal.
3. Network with people in the technical field and make 10 new contacts each week.

#### **What are my personal goals?**

1. Create a daily schedule every Friday afternoon so next week is planned before it starts.
2. Exercise 30 minutes/day.
3. Create or engage in one family activity each week.
4. Read one book/month from the library and dedicate 30 minutes each day.

#### **PROFESSIONAL GOALS:**

##### **GOAL 1. Full time job by December 31, 2009**

**Strategy:** Find my target

*Tactics:*

1. Create a list of what I am looking for/not looking for in my next job by August 31, 2009
2. Research companies who fit this mold by September 15, 2009
3. Look up employees on LinkedIn.com and contact them to setup informational interviews - try several different people and don’t forget what’s in it for these people to talk to you? How can your informational interview benefit both of you?

3a. Find out what networking circles they belong to both on LI and physical clubs. Research these clubs and find out if it makes sense to join them as well.

3b. Face to face or a phone informational interview: Find out what the company is looking for in an employee - personality, background, skills, future, etc. Do I have what it takes? Do I want to work for this company after learning more about what they do and who they are looking for?

**Strategy:** Send out 5 targeted resumes (or Anti-Resumes) every week

*Tactics:* Build a resume {or Anti-Resume} (based on research) if I still want to apply. (Be very careful in the way you craft the resume so that it hits on what you learned and speaks to them specifically.)

1. Follow up after 5 days. Call the person I sent it to and find out if he/she received it, any questions, when are they setting up interviews?

**Strategy:** Differentiate myself from my competition by putting myself out there more

*Tactic:* Sign up for [www.helpareporter.com](http://www.helpareporter.com) (Check this website out now if you have never heard of it). You will get a daily newsletter that reviews requests for help from national reporting outlets/books/bloggers/etc.

1. Look for opportunities to get published (this adds a TON of credibility to resume and presentations)

2. Commit to submitting 4 articles per week to get published and give myself something to add to my resume

*Tactic:* Look for local opportunities to stand out.

1. Volunteer for a local event planning committee and get involved in the logistics. (You will work with many people in the community while building credibility with town officials, business owners, board members, and people of influence!)

2. Review local town/city calendars in the newspaper or online to find upcoming events or names of local organizations every Sunday morning in September.

3. Every Monday morning in September, make a list of 10 organizations and call to find out how to get more information about volunteering.

4. Setup an appointment with the coordinator and find out about time commitment, responsibilities, needs, etc. while on the phone (if it sounds like something I might benefit from).

5. Choose the organization to work with based on their needs and what I can get out of working with them by September 30<sup>th</sup>.

*Tactic:* Take your knowledge/skills & find ways to get local publicity by submitting tips and human interest stories to newspapers, radio stations, and TV stations.

1. Ask myself: what am I really good at? Point to one skill by September 15<sup>th</sup>

2. Write a "How To" in this field that is both topical and has a benefit to the community. Write a bio for myself by September 27<sup>th</sup>.

3. Create a list of local media outlets that I would like to get in front of. (Some markets already have this list on a community website. Trying doing a search for "(Your market) media outlets" or "press release list" or different combinations like this. For me, I would type in "Springfield, MA media outlets".

3. Submit 'How To' in press release form to all local media by October 5th.

4. Write a new one every 2 weeks and keep submitting it for press.

5. Cut out/record everything that gets press and create a scrapbook, add it to resume/website ---**builds credibility and visibility!**

*BONUS: Create a one day or weekly seminar series at your local library sharing your skills/ideas/experiences with a group of people. Great on your resume, helps sharpen presentation skills, and you can network with those that attend!*

### **GOAL 2. Build on technical skills by attending classes online or in person each week. (Commit 4 hours/week)**

**Strategy:** Pick which skills are most important to grow right now based on market demands, what companies are looking for, programs growing in popularity

*Tactic:* Research experts in this field and look for their publications. What do they recommend? Which ones can I learn that will build on my foundation and are relevant to my experience and industry?

1. Look at current job openings in my field and find out what the technical requirements are. What are they looking for? What do I want to learn? What am I missing?

2. Research classes both online and in the local area that offers training. Call local career centers, libraries, colleges, and small businesses to gather information about local classes. Use online search engines and/or pose questions about online training in forums and groups on LinkedIn. Try [www.Lynda.com](http://www.Lynda.com) for an online resource.

3. Pick the one(s) that are applicable, cost effective, and fit into my schedule by September 30<sup>th</sup>.

### **GOAL 3. Network with people in the technical field and make 10 new connections each week**

**Strategy:** Face To Face Networking

*Tactic:* Breakdown all my interests/related industries/skills

1. Research groups in my area that cater to these areas

2. Make list of club dues, size of club, how often they meet, where they meet, what the networking opportunities are, what is the educational value, are their any

leadership roles within the clubs? Who are their current members and do I want to be talking to these people?

3. Make contact with the appropriate club officials to attend meetings as a guest and choose which one(s) to sign up for. Make it a goal to ask at least 5 members at each meeting what they get out of being a member and evaluate feedback before committing to joining by October 15th

**Strategy:** Online Networking

*Tactic:* Research Facebook, LinkedIn, Twitter, Fast Pitch, and other social networking sites by September 10<sup>th</sup>.

1. Pick one based on my industry/experience/research and create & post a profile.
2. Make 5 new critical local and/or global connections each week and have an email exchange/phone conversation/in person meeting to learn about them, see how we can help each other, find out about their networks.
3. Keep profile updated weekly and continue updating it with personal branding messages.
4. Add another online profile on another networking site once comfortable with one.
5. BONUS: Start a group on LinkedIn or Facebook and moderate comments/discussions, invite people to join based on who could benefit from joining! Continue adding value to the members by adding interesting & informative articles and blogs.

### **PERSONAL GOALS:**

**GOAL 1. To create a daily schedule every Friday afternoon so next week is planned before it starts**

**Strategy:** Write everything down as it is scheduled and allow for drive time before and after in your calendar as not to double book or have to race from place to place.

*Tactic:* Carry small calendar with me or put appointments in my phone/Blackberry

1. Only have one calendar to put all my appointments in!
2. Schedule in the events that occur every week at once so I always have that time dedicated to it.
3. Create an ongoing To Do list and schedule To Do list into calendar. Create two of them - one for things that help me achieve my goals and one that is for "tasks" such as oil changes, paying bills, grocery shopping, etc.
4. Create a "Prime Time" for myself where I am doing something that is dedicated to my To Do list (goals side)
5. Create a "Tasks" time to do the stuff that is necessary but does not move my goals forward.

6. At the end of every day, dedicate 30 minutes to planning for the next day (this may have changed from when I wrote it on Friday)

**GOAL 2. Exercise 30 minutes/day**

**Strategy:** Pick a plan to exercise (walking, running, weights, gym, yoga, swimming, etc)

*Tactic:* When am I least likely to be interrupted by something else? Early morning may be the best time to exercise so I can't "find something else more important to do!"

Schedule the time into my schedule right away so the time can't be taken away when something comes up.

**GOAL 3. Create or engage in one family activity each week.**

**Strategy:** Start a new plan called "family night"

*Tactic:* Pick one night each week that is good for everyone

1. Rotate who will pick the activity for each week. Assign it on the calendar and make sure everyone knows who is doing what.

\*This may sound too structured and doesn't allow time for spontaneous fun, but I find that if I don't do this, weeks or months will go by before I know it and I don't spend the time I want to with those I love.

**GOAL 4. Read one book/month from the library and dedicate 30 minutes each day**

**Strategy:** Read a book to gain knowledge, give myself downtime, laugh, or be entertained

*Tactic:* Get a library card

1. Make a list of favorite genres and assign one to each month for the rest of the year

2. Pick a book each month from that genre

3. If the book is due after 2 weeks, renew online to keep for one month (or more if needed)

4. Pick a time of day to read - after exercise, before/after lunch, before bed, etc.

Rosslyn (our model goal setter) has created her goals, setup specific strategies and tactics to achieve her goals, and created measurable timelines. When creating your goals, make sure you include these elements in order to be successful in achieving what you set out to do!

If you find that you are setting goals but not meeting them, at what point in the process are you derailing? If you can't find the motivation or desire to achieve your

goals, that may be a good indication of a loss of interest, fear of the unknown, giving yourself too much to do with little time, or something else.

There are many reasons we don't do the things we set out to do. This is a great opportunity to pay attention to the way you're reacting to things you thought you wanted to do so you can be more effective moving forward. Keep a list of the things you do and the things you never have time to get to. You may start seeing patterns that are eye opening and could hold the answers you are looking for. Have fun with it and don't beat yourself up if you don't do everything you set out to do. Life is an adventure, have fun and enjoy!