

TEAMS

Transition Employment Assistance for Military Spouses

Marketing Me: A Job Search Approach for Military Spouses

Participant Guide

SEPTEMBER 2021

Transition Employment Assistance for Military Spouses
(TEAMS)

U. S. DEPARTMENT OF LABOR

Veterans' Employment and Training Service (VETS)

Transition Assistance Program (TAP)



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Introduction to TEAMS

It is our pleasure to welcome you to this Transition Employment Assistance for Military Spouses (TEAMS) workshop. TEAMS was launched in September 2020 by the Department of Labor (DOL) Veterans' Employment and Training Service (VETS) as a part of the Department of Defense (DoD) Transition Assistance Program (TAP) and is designed specifically for the spouses of transitioning service members.

Whether you are a spouse of a service member who is relocating, retiring, separating, or a member of the reserve component who is deactivating, demobilizing, or being released from active-duty orders, this workshop is designed to assist you with finding employment.

Providing employment assistance to transitioning service members and their spouses is part of the mission of DOL VETS TAP. Each year, approximately 90,000 military spouses are impacted by their service member's military transition (DoD 2018 Demographics Profile of the Military Community). While spouses are eligible to attend military TAP briefings and workshops, the majority do not participate for a variety of reasons (DOL VETS TAP Military Spouse Curricula Needs Analysis, 2020).

In early 2020, DOL VETS conducted extensive research to discover what military spouses want and need in both education and delivery methods as well as what employment resources are available and accessible to military spouses.

The research, which spanned 11 reports, five website analyses, over 700 individual military spouse surveys, and dozens of interactions and interviews with military spouse advocacy groups, confirmed a demand for employment-related workshops concentrated on the issues encountered by transitioning spouses.

The TEAMS workshops are adapted from the current DOL TAP curriculum that is provided to over 170,000 service members annually.

Thank you for your participation and for your support of our nation's service members.

Workshop Introduction



Slide 1

When you consider that the entire process of finding a job is an exercise in selling your skills, abilities, experience, and education to an employer, it reframes the traditional concept of a job search. In this workshop, we will introduce an updated approach to finding the right job for you.

We will discuss various marketing techniques that can be used in a job search. We will examine what that means, how to look for that best fit career, and what specific steps to take to make your personal job search less stressful and more productive.

Learning Objectives



Learning Objectives

At the end of this session, you will be able to:

- Recognize why marketing tactics are key components in your job search.
- Identify multiple methods and networking opportunities to use in a job search.
- Create an action plan for your own job search.

Slide 2

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Workshop Overview

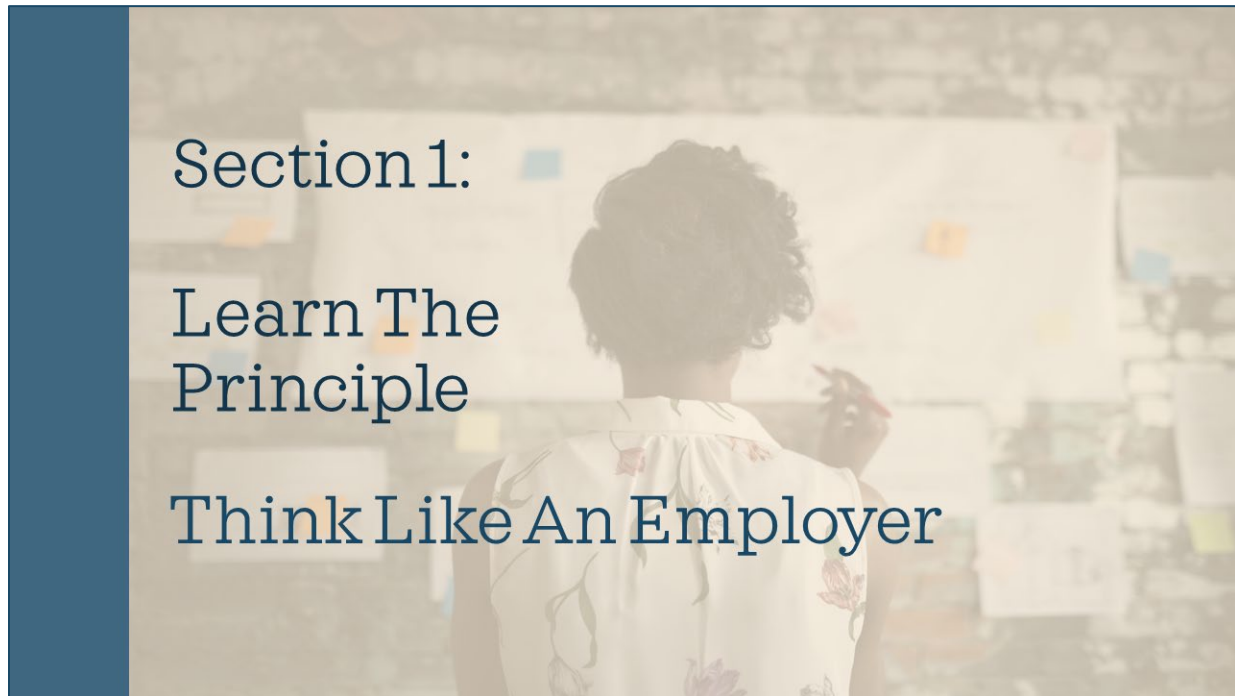
The slide features a light beige background with a dark teal border. At the top left, the title "Course Overview" is written in a dark teal serif font. Below it, a smaller line of text reads "This workshop is divided into three sections." In the center, three light blue circles with dark teal outlines are arranged horizontally. Each circle contains text in a dark teal sans-serif font. The first circle says "Learn the Principle", the second says "Evaluate Your Options", and the third says "Create Your Plan". Dark teal arrowheads point from the right side of the first circle to the left side of the second, and from the right side of the second to the left side of the third.

Slide 3

This workshop is divided into three sections.

We will take time to Learn the job search principle of thinking like an employer. We will provide several options and tool you can use during your next job search. Finally, we will write down some of the tactics you wish to use when searching for your next job.

Section 1 – Learn the Principle



Slide 4

Most adults have had to look for a job at some point in their life and often go about it in the same way. Most job searches begin with updating or creating a resume, searching for open positions, and sending numerous applications. The next part tends to be the hardest, as we must now wait for the prospective employer to reach out to us.

Have you ever wondered why the challenge of a job search appears easier for some people? What are they doing differently? We often tell ourselves that they just know the right people. Or maybe they know something more about the job search process.

In this section, you will learn what to expect in today's job market, how hiring occurs, and what options are available to you. This section will introduce you to a main principle of getting a job: **Think Like an Employer**.

The Market

The Market and Marketing



Where the buyer and seller come together.



Activity of promoting and selling a product or service.


Slide 5

The market is the place where the buyer and the seller come together. This is no different in a job search. You need to get to the place where the buyer (employer) and the seller (candidate), come together. This may be in a job interview, at a networking event or in a virtual environment. But it is impossible to start a job if you never locate the company, learn of a job opening, or meet a hiring manager.

Marketing is simply the activity of promoting and selling a product or service. This often includes the concept of creating and delivering value to the target market.

When you are looking for a job, you are marketing and selling your skills, abilities, experience, and education to your next employer. So, let's approach it that way.

Group Exercise: How to Market a Product

	
<p>Group Brainstorming Exercise</p>	

Slide 6

During this exercise, think of all the activities it takes to market or sell a product, like a car. Write those activities on the left of the table. Which of those activities translate to a search for a job? Write the translation to a job search activity on the right side of the table.

List actions you would take to sell your car.	Translate each action on the left to a similar action used during a job search.

Your Personal Brand

Branding

Product Brands



Personal Branding



How you present yourself to others.

Slide 7

When you start to market yourself in a job search, you want to show employers what sets you apart from others and how you will add significant value to their organizations. It is what sets you apart from other people with similar qualifications.

Branding is what people say about you when you are not in the room.
Jeff Bezos, Amazon CEO

What is Personal Branding?

Personal branding is how you present yourself to others. Everyone already has their own brand identity: the qualities that make them different and unique. What are people always volunteering you for? If your current brand identity is not what you want to be known for, you can change it.

Developing a personal brand allows you to influence how you are perceived by others. Whether you are interacting with someone online or in person, a strong personal brand will help you make a memorable and positive impression.

Think about how car brands differentiate themselves. Is there a car brand that is known for being reliable, affordable, safe, or rugged? The car maker chose their image and created their brand.

Personal branding is not about projecting a false image of yourself to an employer. It is about understanding what is unique about you. Be aware that your brand is not “military spouse”. It is your accomplishments, experience, and skills, and using those things to differentiate you from other job seekers and other professionals in your field.

*The only people who stand out are those who want to.
John Morgan, Brand Against the Machine*

Tips on Creating Your Personal Brand

- Align with your values.
- Build on your strengths.
- Have a focus.
- Be consistent.
- Be authentic.
- Create a positive impact.
- Live your brand.

Professional Introduction



Slide 8

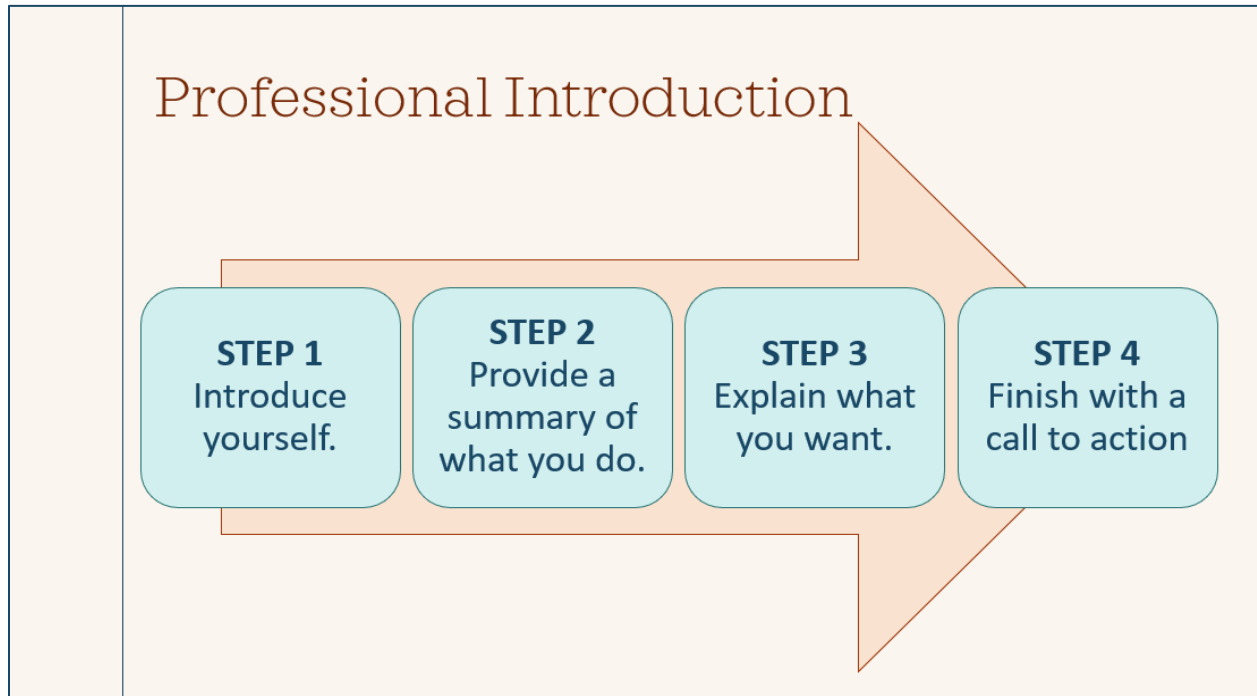
Let excellence be your brand. When you are excellent, you become unforgettable.
Oprah Winfrey, American talk show host, actress, and philanthropist

One way to develop and extend your personal brand is through your professional introduction. In this section, you will develop a tool that you will use many times during your job search. Your professional introduction (also known as an elevator speech or 30-second introduction) helps set the stage for productive conversations with prospective employers or members of your job search network. It helps you prepare your response to the “Tell me about yourself” question that is asked in most formal or informal networking events and during job interviews.

Spend time crafting your message to highlight your unique qualifications such as global experience, diverse work environments, and resiliency. Create your responses to challenging questions about a sporadic work history, short job tenure or underemployment (working outside your chosen skillset or pay scale.)

You need multiple versions of your introduction that are customized for different audiences and purposes. Use your master resume or a targeted resume to help you identify previous experiences you want to discuss that can help you connect to your audience.

How to Prepare a Professional Introduction



Slide 9

*No one wants your product. They want their problem solved.
Zig Ziglar, author and salesman*

1 Introduce yourself.

Whether it is at an event, interview, or anything in between, start off with an introduction. Give your full name, smile, if appropriate, accept a handshake, and add a warm greeting like, “It’s nice to meet you!”

2 Provide a summary of what you do.

Provide a brief summary of your background. You should include the most relevant information like your education, work experience, and/or any key specialties or strengths. Don’t just tell them what you do, but how well you do it!

3 Explain what you want.

This step will depend on what you are using the introduction for. This is a good opportunity to explain the value you bring, why you are a good fit for a job, or generally what your audience must gain from your interaction.

4 Finish with a call to action.



End your professional introduction by asking for what you want to happen next. Examples can include asking for a meeting, expressing interest in a job, or confirming you fully answered an interview question.

Tips on How to Deliver Your Professional Introduction

- **Take your time.** A professional introduction is a quick conversation by nature. Keep it short and measured; try not to speak too fast.
- **Practice. Practice. Practice.** Memorize a general outline or key points to keep the introduction conversational without sounding too rehearsed in your delivery. The more you practice, the better your introduction will flow and sound natural.
- **Avoid cliché words and phrases.** Using military acronyms or industry jargon can confuse or alienate your audience. Try to communicate in terms that will be easily understood by the listeners.
- **Express confidence.** Even the best professional introduction can lose its effectiveness if your delivery lacks confidence. Keep your chest high, shoulders back, and smile whether in person or via telephone. Look people in the eye when you speak to them. You can practice in front of the mirror if this is initially uncomfortable. Confidence does make a difference in the quality of your delivery.

Individual Activity: Draft Your Professional Introduction


Individual Activity






Slide 10

The following sample statements will help guide you in prepping your professional introduction.

STEP	ACTION
<div style="background-color: #4db6ac; border-radius: 50%; width: 40px; height: 40px; display: flex; align-items: center; justify-content: center; margin: 0 auto;">1</div>	<p>Introduce yourself. Give your full name, smile, if appropriate accept a handshake, and add a warm greeting like, “It’s nice to meet you!”</p> <p>“Hi, my name is Alexandra Smith. It’s nice to meet you.”</p>
<p>Your Statement</p>	

STEP	ACTION
 <p data-bbox="266 359 293 394">2</p>	<p data-bbox="380 317 1411 394">Provide a summary of what you do. Include the most relevant information like your education, work experience, and/or any key specialties or strengths.</p> <p data-bbox="380 436 1386 604">“I have a passion to bring out the best in students. Over the last few years, I worked in elementary education and was awarded the Teacher of the Quarter at my last school. I also recently completed a certificate in online teaching methods.”</p>
<p data-bbox="201 653 347 720">Your Statement</p>	

STEP	ACTION
 <p data-bbox="266 1108 293 1144">3</p>	<p data-bbox="380 1066 1386 1192">Explain what you want. This is a good opportunity to explain the value you bring, why you are a good fit for a job, or what your audience must gain from your interaction.</p> <p data-bbox="380 1234 1411 1402">“I have a diverse teaching background and have provided classes in online environments across the world. I’m interested in expanding my knowledge in the virtual and online learning industry. I would love the opportunity to put my expertise and creativity to work for your company.”</p>
<p data-bbox="201 1465 347 1533">Your Statement</p>	

STEP	ACTION
	<p>Finish with a call to action. Examples can include asking for a meeting, expressing interest in a job, or confirming you fully answered an interview question.</p> <p>“Would you mind if I set up a quick call next week for us to talk about any upcoming opportunities on your team?”</p>
<p>Your Statement</p>	

Completed Professional Introduction Example:

“Hi, my name is Alexandra Smith. It’s nice to meet you. I have a passion to bring out the best in students. Over the last few years, I worked in elementary education and was awarded the Teacher of the Quarter at my last school. I also recently completed a certificate in online teaching methods. I have a diverse teaching background and have provided classes in online environments across the world. I’m interested in expanding my knowledge in the virtual and online learning industry. I would love the opportunity to put my expertise and creativity to work for your company. Would you mind if I set up a quick call next week for us to talk about any upcoming opportunities on your team?”

Use this box to draft your professional introduction:

Exercise: Practice Your Professional Introduction



Slide 11

During this exercise, you will have an opportunity to practice your professional introduction.

Section 2 - Evaluate Your Options



Section 2: Evaluate Your Options

Slide 12

A job search is not as simple as it might appear. Depending on what type of job you are pursuing, the process could be straight forward and involve placing an employment application with a company after seeing their advertisement. However, in most cases, the search is more of a process that requires thorough planning, careful messaging, accurate tracking, and timely follow up.

In this section, we will introduce a variety of techniques you might use in your next search for the best career fit for you. Helpful tips for the different tactics are included. As we explore these marketing tactics that can be used in a job search, consider each one and determine whether it is a method you could effectively use in your personal job search.

Traditional Job Search Activities



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Traditionally, most people approach a job search in the same ways: look for open positions online, apply for any openings that might be close to their skill set, send resumes to employers at random or answer ads on job boards. These individual tactics alone have a low success rate, according to Glassdoor, Patch.com and *What Color is Your Parachute?* the renowned job-hunting guidebook.

You will need to begin your job search by having a good base of the traditional job search activities. The five basic needs in a job search are finding job postings, conducting research, crafting your resume, applying for open positions, and following up. Job seekers typically know they need a good resume, and they need to apply for open positions. A minority of candidates conduct research and consistently follow up. These activities alone can set you apart from other job seekers.

Job Postings

Job postings can go by several names, job postings, job announcements, open positions, job vacancies or help wanted ads. You will review different sources to determine the best resource for legitimate job postings for your career field, industry, or type of job, such as remote. Many job boards serve a niche market such as health care or information technology, and you will want to find the best online portal for you. Some examples of online job boards include USAJOBS for federal jobs, CareerOneStop, National Labor Exchange (NLx), Indeed, LinkedIn, and VirtForce, to name only a few.

ACTIVITY: Name some job boards and websites that may be helpful in your job search.

<ul style="list-style-type: none">•••

Research

Identify what areas you are researching. Commonly, you'll want to investigate large employers, company culture, job openings, industry growth, compensation, partnerships, and competitors. The findings from your research will inform your search for open positions, job descriptions, hiring trends, companies to follow, corporate policies that align with your personal beliefs, how to apply, and questions to ask in an interview.

Resume

Creating your first resume or updating your current resume takes time. A best practice is to create a master resume. This master resume is a living document, where you consistently add your experience, accomplishments, and education. This master resume will contain the specific information you need to quickly create a targeted resume, ready to share with a potential employer or for a new opportunity.

Most of your time at the beginning of a job search, will be spent creating your master resume. If you do not yet have your master resume ready, please take time to attend a resume workshop or online class. Learning what does and does not belong on your targeted resume will be extremely helpful and could make the difference to a potential employer.

There are several free resources to help you create your resume if you want assistance. One option is the four-hour TEAMS workshop, Mastering Resume Essentials for Military Spouses. All American Job Centers offer workshops and individualized services to help create and fine tune resumes. There are additional resources listed in the Appendix of this workshop.

Job Applications

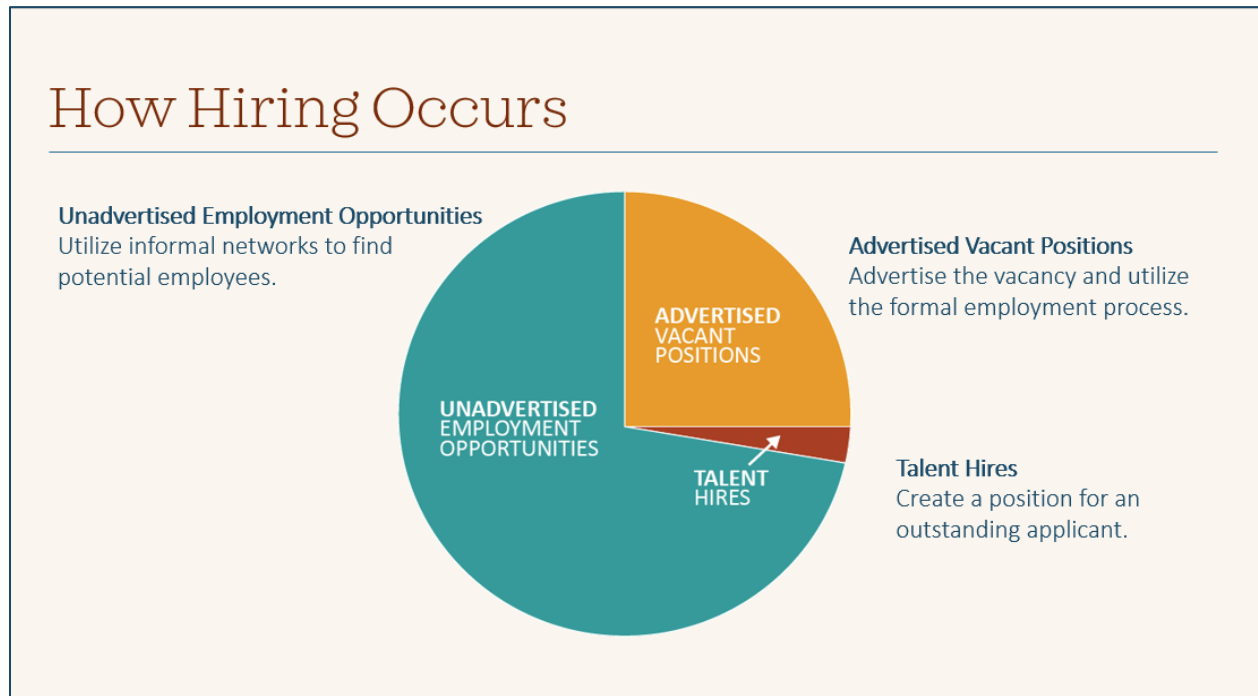
Most jobs require some sort of application process. This could be a paper application, a submission of a resume only, or most often, an online application process utilizing an Applicant Tracking System (ATS). Whatever the application method, it is important that you follow the directions and apply as requested or else you risk having an incomplete application and being deemed ineligible. Employers will regard someone who cannot follow application instructions as someone who probably cannot follow instructions on the job.

Follow Up

One of the most overlooked parts of the job search is the follow-up. Whether a phone call, email or thank you note in the mail, following up after an inquiry, job interview or networking opportunity gets your name in front of the employer once again. And since most people do not do this, you are making one more memorable and positive impression.

This tactic can also provide you with important additional information for your job search. For example, imagine you sent a follow-up email to provide a sample of your work as an employer requested. That same email could be forwarded to another colleague for consideration for a different position. The email could also prompt a response from the employer explaining the hiring action for which you interviewed was postponed for one month. Either piece of information is helpful as you continue your job-hunting activities.

How We Look for Work and How Employers Hire



Slide 14

To find a more appropriate and successful approach, it is helpful to know how employers go about finding the right fit for their openings. Employers have a great deal of money invested in the recruitment, hiring, and training process. It can cost upwards of a year's salary when an employer makes a bad hire and must begin again. The hiring process has evolved over the years. Understanding the current hiring strategies that companies use will put you in the best position to be hired.

What is new since your last job search? If it has been a while, you will quickly find that technology now plays a huge role in the employment process. You will also find there is a skills shortage in the workforce today because there are more advanced jobs than there are trained workers for those openings. Employers need experienced workers, and you can fill that need. Remember, to **think like an employer** is to put yourself in the employer's position as they search for best fit employees.

How Hiring Occurs

In broad terms, companies hire employees through a variety of methods, including:

- Advertised recruitment campaigns
- Positions or opportunities created for specific talent hires
- Unadvertised opportunities

Advertised Vacant Positions

When a company has an immediate need to fill a position, they usually advertise the vacancy, review job applications and/or resumes, interview some of the qualified candidates, and select the one that best meets the needs of the organization.

This is the most straightforward approach to job searching. Invest some, but not all, of your time and energy pursuing this strategy.

Things to consider when applying to a vacant position:

- There is often a great deal of competition for an advertised job, especially if it is an attractive position.
- A larger business that expects to attract many applicants will use software or an Applicant Tracking System (ATS) to quickly screen out all but a handful of the resumes it receives; as such, your application may never be seen by an actual person unless you tweak it with key words.

Here are a few tips for each of the three ways employers hire: Advertised Vacant Positions, Talent Hires and Unadvertised Positions. A candidate can use the following key tasks when applying using one of the following hiring methods.

Best Practices When Applying for Advertised Vacant Positions

Compete for Advertised Vacant Positions

Identify potential advertised vacancies.

- Search job boards (American Job Center, employer websites, NLx, USAJOBS,)

Make a strong case that you are the best candidate.

- Learn as much as possible about the position.
- Customize your cover letter and resume.
- Include keywords for an Applicant Tracking System.
- Follow the advertisement instructions.

Slide 15

1. Identify all advertised openings within commuting distance of the location you plan to live in when you transition from the military.
 - Search job boards, including your state American Job Center system and <https://www.usajobs.gov>
 - Search the Careers tab on employer websites.
 - Search the National Labor Exchange (NLx): <http://us.jobs/index.asp> including virtual jobs: <https://virtualjobs.usnlx.com>
 - Keep your eyes open for career websites. You will find them everywhere – on the side of a building, in email signatures, on a menu, in social media, on television, or on vehicles.
 - Notice local Now Hiring or Help Wanted signs as you travel around town, and scan the Help Wanted ads in the newspaper, printed or online.

2. Make a strong case that you are the best candidate.
 - Learn as much as possible about the vacant position and the company.
 - Customize your cover letter and create a targeted resume that emphasizes position-related technical or task-related skills, knowledge, traits, and certifications.
 - Add keywords related to the position that an Applicant Tracking System might screen for.
 - Deliver your cover letter and targeted resume or equivalent information as instructed.

Talent Hires

Companies can also acquire talent by hiring someone who impresses them, even if they do not have a specific vacancy to fill.

In some cases, you may be able to persuade a hiring decision-maker who is not consciously seeking to fill a vacancy to hire you because you will add significant value to their business. Or because they don't want someone with your talents going to their competition.

This approach is used by job seekers when:

- They are unable to discover any acceptable advertised or unadvertised job vacancies.
- They have a good understanding of their knowledge, skills, and abilities and know how they can apply them to contribute to the business in a meaningful way.

Pursue a Talent Hire Position

Pursue a Talent Hire

Make contact.

- Expand and leverage your networks.
- Develop a cold call system.
- Explain your value proposition.
- Make it clear how the business would benefit from hiring you.

Slide 16

In some cases, you may be able to persuade a hiring decision-maker who is not consciously seeking to fill a vacancy to hire you because you will add significant value to their business.

Best practices when pursuing a Talent Hire position:

1. Expand and leverage your personal, social, and work-related networks.
 - Use your contacts to learn as much as you can about local businesses and the challenges or opportunities they are facing.
 - Research the business online.
 - Request informational interviews with your connections who could provide knowledge about a business you are interested in. This will help you learn about the employers and how they can use your skills.
2. Develop a cold contact system.
 - Contact people who are not in your network to arrange for meetings with hiring decision makers at each business you target.

3. Make it clear how the business could benefit from hiring you.
 - Identify ways that your contributions to the business would exceed the total costs of employing you.

Unadvertised Employment Opportunities

Companies sometimes informally search for talent to fill an anticipated or vacant position by hiring internally, using a recruiting firm or headhunters, and relying on referrals from current employees. This is also known as the “hidden job market.”

Many employers, especially smaller businesses, try to fill vacancies without posting public advertisements. They will often initially try to fill vacancies by tapping into their personal, social, business, or professional networks, or by asking their current employees and other people they know to recommend people for an opening.

Advantages of pursuing unadvertised vacancies:

- This is where the real opportunity to market yourself occurs and where you are more likely to get an interview.
- It is more likely that your application materials will be read and considered by a hiring decision maker.
- There is less competition for an unadvertised position.

Find Unadvertised Employment Opportunities

Find Unadvertised Opportunities

Investigate opportunities.

- Leverage existing network.
- Research companies.
- Contact company representatives.
- Develop a compelling application package.

Slide 17

Many employers, especially smaller businesses, try to fill vacancies without posting public advertisements. They will often initially try to fill vacancies by tapping into their personal, social, business, or professional networks, or by asking their current employees and other people they know to recommend people for an opening.

Ways to find unadvertised jobs:

- Through your personal, social, or work-related networks
- Visit, call, or email the right individual in a business; provide them with a targeted copy of your resume; or fill out an application and hope they either have a vacancy now or will in the future

Best practices when searching for Unadvertised Openings:


1. Leverage your existing personal, social, and work-related networks, to help find a job.
 - Let your network know that you are looking for a job. They may know of open positions within their companies that they could recommend you for.

2. Anticipate job openings by researching companies that are busy, growing, or seem to have a high turnover.
 - Being observant and anticipating job openings could mean that you are able to apply for a position before it is posted, giving you an advantage.
3. Learn as much as possible about the company and talk to any contacts who know about potential openings.
 - Connect with people internal to the business to learn more about how you can apply and how you can make your application stand out from other applications.
 - Try to arrange for informational interviews with one or more people inside the business.
4. Develop a compelling application package.
 - Tailor your resume and cover letter for the position.
 - Identify one or more hiring decision makers in the business and get copies of your cover letter and targeted resume into the hands of those individuals.

Networking

Networking

Networking is a way to connect with new people and create a mutually beneficial relationship. You can network anywhere!



Slide 18

The expression “it’s not what you know, it’s who you know,” still rings true in today’s job market. To date, networking remains the number one job-search method. Knowing the right people can increase your chances of getting hired.

Networking is the process of interacting with others to exchange information and develop relationships. Military spouses are often masters at networking. You have had to negotiate moving to unknown areas, and locating personal services, schools, transportation, medical care, pet services, and much more. More often than not, your service member is navigating their own list of work requirements or may be preparing for their transition into civilian life. Depending on where you are, finding resources can be simple or challenging. The military does a great job providing family service centers and referrals for many needs.

When searching for a job, the people in your network can help you find opportunities and conduct research that enables you to customize your resume, online applications, and answers to interview questions to match an employer’s needs and priorities. Networking is not the same as asking for a job. It is important to remember that networking is a mutually beneficial process. You never know when your skills and resources can prove to be beneficial to others in your network.

Statistically, 60-80% of jobs are found through networking. Every single person that you know, meet, and interact with is a possible member of your network. People will play varying roles in your network by providing access to different information, resources, or connection opportunities.

In this section, you will learn how to connect to the right people by using the power of networking through formal, informal, and online settings.

The good news is that you already have a network of people in your contacts that can help you with your employment process. Use the categories in the following chart to begin brainstorming the names of people you think can give you useful guidance or information on your job search.

Individual Activity: Identify Your Network Contacts

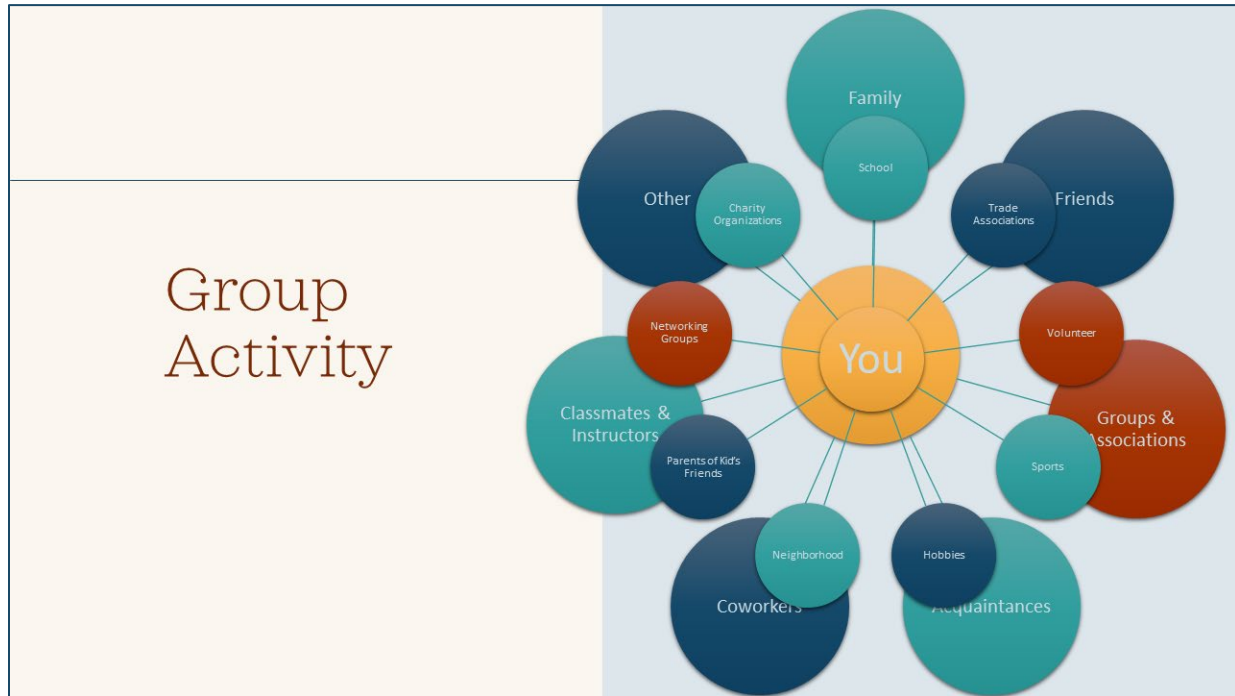


Slide 19

During this activity, you will identify as many networking contacts as you can and list them in the chart.



Group Exercise: How to Expand Your Network



Group Activity

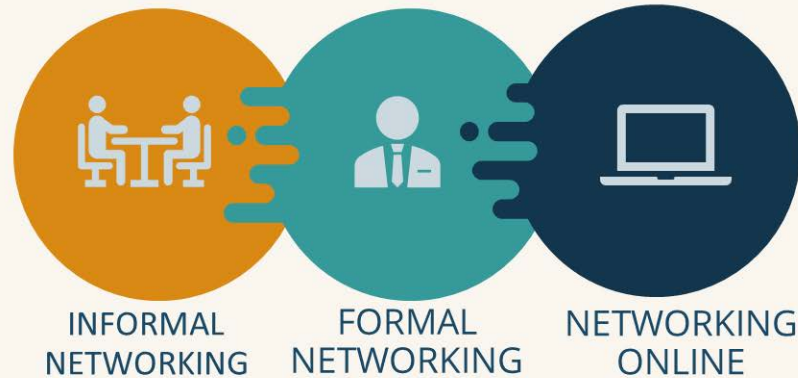
Slide 20

During this group exercise, we will discover places you can go to expand your network.

As a group, work together to name 20 places someone in a job search to go to meet others and network.

1.		2.	
3.		4.	
5.		6.	
7.		8.	
9.		10.	
11.		12.	
13.		14.	
15.		16.	
17.		18.	
19.		20.	

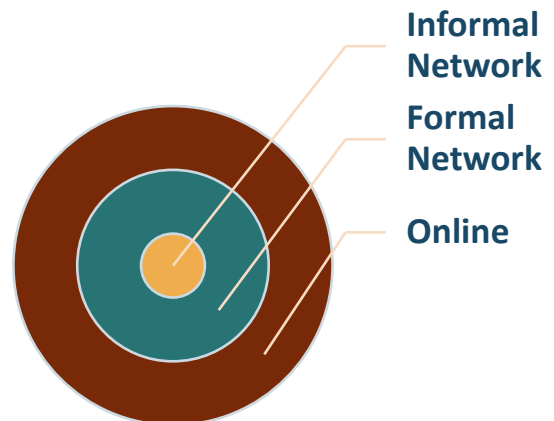
Networking: Three Ways



Slide 21

You can build an effective network by connecting with people in three ways.

1. **Informal networking:** Connecting with people that you already know, such as your former colleagues, high school and college friends, former supervisors, in-laws, etc.
2. **Formal networking:** Connecting with people that you do not know at structured events such as a networking event, professional association, or career fair.
3. **Online networking:** Connecting with people through a variety of online social media platforms.



Informal Networking

Informal Networking



Expand your network by:

- Ask for referrals from your current network
- Contact former co-workers, supervisors and businesses
- Contact your local American Job Center
- Contact your Schools (current or past)
- Volunteer

Slide 22

Knowing the right people can help you reach your career goals faster. Use the following tips to reach out to people and let them know you would like them to be a part of your network.

Ask for Referrals from your Current Network

The easiest way to expand your network is to ask your current friends, family, and associates to connect you with people they know who could be beneficial for you to know. The "friend-of-a-friend" connection is a great way to start introducing yourself to others.

Contact Former Co-Workers, Supervisors, and Businesses

Don't forget to reconnect with your former colleagues, supervisors, and businesses you worked with in the past. These people all had a relationship with you before and could again—you simply need to reconnect with them.

Contact Your Local American Job Center

Your local American Job Center (AJC) already has a network of people that can assist you in your transition. You can leverage the services and personnel available at the AJC to expand your network quickly. Find your local AJC at <https://www.careeronestop.org/LocalHelp>.

Contact Your Schools

Your former professors and colleges have an extensive network within the college, community, and thousands of alumni. They want you to be successful because you are a product of their institutions, so they can be a great resource for you.

Volunteer

Military spouses volunteer countless hours with military, educational, non-profit, and charitable organizations. Volunteering provides experience gaining new skills and can lead to career opportunities. It also fills employment gaps in your resume and shows productive use of your time. Volunteering is an opportunity to help others and meet new people who share your same passion. Since you volunteered with them, it is an easy way to connect with them and tap into their networks.

When you send an email to ask someone to make an introduction to their contacts, make sure you include a short blurb about yourself for the context of the introduction and why you want to be introduced to make it easy for your contact to pass along your information.

In the appendix of this workbook are several examples of networking emails used to connect with colleagues in a variety of situations.

Conduct Informational Interviews

Informational Interviews



Conduct Informational Interviews

- Informational interviews are an opportunity to speak with professionals in the field or organization of interest.
- The informational interview is not a job interview.
- The goal of the informational interview is to gain insights about a profession or organization.

Slide 23

Another great strategy for connecting with people is to conduct informational interviews. An informational interview is a meeting to learn about the real-life experiences of someone working in a field or company that interests you. This meeting can be face-to-face, over the telephone, or even virtually. It is a great way to discover new information about the job market, research the company, and connect to people that can be added to your network.

To set up an informational interview, you must first find contacts who are willing to discuss their occupations and career paths with you. You should start by asking people in your network for contacts in a field, company, or job that interests you. Your local AJC will have local business contacts, or you could join a professional organization in your field to build your contacts. Many military spouse support organizations and nonprofit groups offer mentoring and informational interviewing opportunities that help military spouses, transitioning service members, and veterans. An informational interview is not a job interview, but rather an information-gathering interview with a person who is involved in some aspect of a career in which you have interest.

Tips for setting up Informational Interviews

Informational Interviews Tips

Conduct Informational Interviews Tips

- Be prepared.
- Be professional.
- Ask questions.
- Ask for advice.
- Express your gratitude.

Slide 24

Be prepared. Have a professional introduction ready. It's important to have a short, concise introduction describing yourself and what you are trying to do. (You will develop your professional introduction in the next section.)

Be professional. Treat the interviewer with respect and be professional. On the day of the interview, this includes being on time and respecting the time allotted. Don't ask about openings. Keep in mind that you are there to learn more about the industry you're interested in and ask for potential steps you can take for your next move.

Ask questions. It is best to ask open-ended or follow-up questions during the interview. Examples: "What general skills are required for this line of work?", "What do you like most about your work?" and "What kind of advice would you give me regarding a career in this field?"

Ask for advice. Ask for guidance on the next steps to take after the interview. You could ask what skillset is the most valuable in the field, if there is anything you can do in the meantime to make yourself a marketable candidate, if the interviewer knows several people who can help you gain more knowledge about the field you're interested in, if there are any resources you can read, and if you can follow up with future questions should you need their help.

Express your gratitude. After the interview, don't forget to send a thank you email or letter, ideally within 24 hours. Don't forget to follow up in a few weeks or so with updates regarding your job search and other details the interviewer might be interested in knowing. This will help you nurture the relationship with this person. Once you land a job, reach out to everyone who has helped you along the way, thank them and ask how you can help them in return.

Engaging people is about meeting their needs, not yours
Tony Robbins, motivational speaker

Formal Networking



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Try to meet people in your profession and in your local area. There are many groups that allow you to easily join and meet others. Here are a few examples of groups ready made for formal networking.

Join Your Professional or Trade Organizations

Joining professional or trade organizations is an excellent way to connect with people who share the same professional interests and goals as you. Once you're a member, you'll usually get access to the membership list, which can open many new prospective network contacts. Most organizations also run regional or national meetings and conferences, which leads to the next technique for building your network of contacts. Make sure you follow up with a quick email, ideally, 24-48 hours after the event.

Find a Mentor

Often, people confuse mentoring with coaching and counseling. Mentoring is a long-term relationship focused on supporting the growth and development of the mentee. The mentor draws on his/her knowledge and experience to assist the mentee with achieving his/her professional goals.

A mentor is someone with experience who can help you with career guidance and connect you with their professional connections. Their support is invaluable—not just in the employment process, but they can assist you in your professional development as well.

A mentor will dedicate some of their time investing in your success. To be a good mentee, you will need to:

- Be focused and dedicated to your success.
- Be open to feedback from your mentor.
- Be a good listener.
- Have a well-defined career goal.
- Commit to your appointments/meetings with your mentor.
- Be accountable for your actions and inactions.

Learn more about finding a mentor in the online TAP course, Managing My Transition, offered for military family members on TAPEvents.org <https://tapevents.org/courses>.

If you cannot see where you are going, ask someone who has been there before.

J Loren Norris, leadership coach

Attending Networking Events – In Person and Virtual

Attend Networking Events

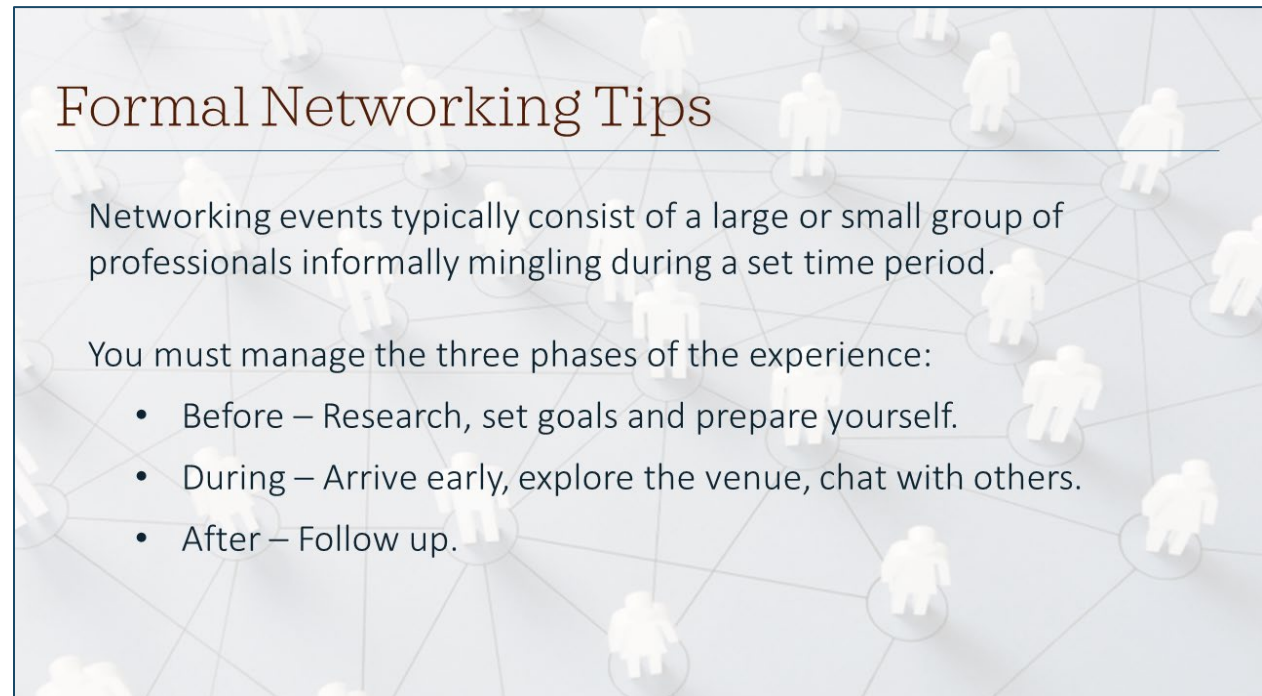
These events are all about networking, so people that attend these events are more than happy to connect with you and others. Usually, these types of events offer refreshments—either complimentary or for a small fee. Networking events are a great way to build connections with business leaders in a face-to-face setting. Review community calendars online or in your local newspaper for details.

Attend Job Fairs

A job fair is an event where employers and recruiters give information to potential employees. Job fairs give you an opportunity to network with multiple employers in a single location. Some events are quite large, with a collection of employers from a variety of industries, while others are smaller and targeted to a particular audience. There are several military-friendly job fairs that are targeted specifically toward service members and spouses.

Job and career fairs can be held in person or online. Many events are virtual and are sponsored by military spouse groups. Look for virtual job fairs advertised on social media platforms.

Tips for Networking Events



Formal Networking Tips

Networking events typically consist of a large or small group of professionals informally mingling during a set time period.

You must manage the three phases of the experience:

- Before – Research, set goals and prepare yourself.
- During – Arrive early, explore the venue, chat with others.
- After – Follow up.

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Now that you have a professional introduction ready, you are ready to use it in your formal networking. With so many events occurring on virtual platforms, the following tips will be useful for those networking environments.

Before the Event

- **Set a goal.** Attend the event with a purpose to make the best use of your time. Have a plan for how to interact with other attendees, such as via chat or in a breakout session. Set a goal for meeting new people and exchanging names to connect on LinkedIn.
- **Research.** Study who will be coming to the event. Look at their LinkedIn and Twitter profiles and prepare a few questions to ask.
- **Prepare.** Practice your professional introduction and prepare specific talking points. For virtual events, you may be conversing via chat. Have your talking points and questions written out in a word processing or note document to make it easy to quickly copy and paste common information. Have ready an electronic way to take notes, names, and contact information.

During the Event

- **Arrive early.** Test your connection and platform. Use the time before the session starts learning how to navigate the meeting space.
- **Start a chat.** Seek out the contact for the person or group who planned the event to thank them.
- **Introduce yourself.** Use a very short, tailored version of your professional introduction when meeting new people.
- **Provide help to others.** Answer queries or provide useful information in the chat window. Share a related resource. You will be amazed how helpful that can be.

After the Event

- **Follow up.** Send an email or LinkedIn request within 24 hours.

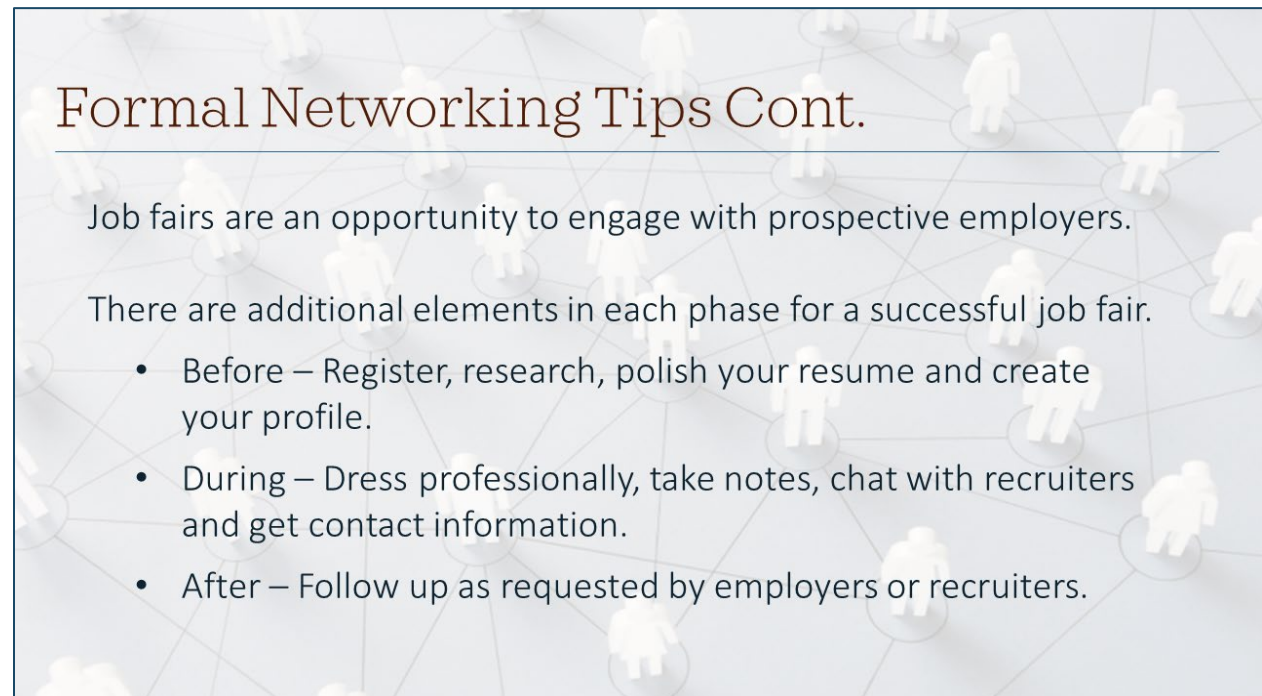
In Person Networking Events

Here are a few additional tips for in person networking opportunities to add to those above.

- **Mingle.** Arrive early to meet other early attendees.
- **Keep a hand free.** If appropriate to shake hands, you will want to leave your right hand free.
- **Meet and repeat names.** Use a person's name three times in conversation after being introduced to help you remember their name.
- **Work the room.** Walk around and meet multiple people—don't settle into your comfort zone.

An easy and comfortable conversation starter when meeting another person at a network gathering is to ask if they have attended that event previously or are a member of the sponsoring group. If they reply with yes, ask them to tell you more about the event or group. If they reply with no, ask them what their impression is or what their research revealed. Regardless of their answer, the continued conversation provides helpful information for your personal research.

Additional Tips for a Career Fair



Formal Networking Tips Cont.

Job fairs are an opportunity to engage with prospective employers.

There are additional elements in each phase for a successful job fair.

- Before – Register, research, polish your resume and create your profile.
- During – Dress professionally, take notes, chat with recruiters and get contact information.
- After – Follow up as requested by employers or recruiters.

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To succeed at a job fair, you must prepare in advance by polishing your professional introduction, researching the companies you are interested in, and developing a plan of attack for your time there. It is not possible to talk to every one of the companies in attendance, so you will have to choose your top five to ten and focus your efforts on meeting and connecting with those individuals representing those companies.

Since the pandemic, in person career fairs have been replaced by virtual events. Use the following tips to maximize the successful outcomes of your virtual career fair experience:

Before the Job Fair

- **Register.** Although it is not always required, having your name on the list of pre-registered attendees shows professional courtesy to both fair organizers and exhibiting employers. You will receive the pre-event information to include how to access the event online.
- **Follow all instructions.** After registering, you will likely receive an email filled with helpful information such as time to log in, requesting a resume by a certain deadline, creating an account on the job fair app so that you can access all the features. Be sure and read the entire email.

- **Review the career fair line up online.** The organizers will advertise which employers are attending the fair. Choose the top organizations you want to connect with. Learn whether the communication with the company representatives will be via chat or scheduled appointment times.
- **Research participating employers.** Find out ahead of time which employers hire people with your skills. Many virtual fairs will send you a list and information on the employers attending. Go to their websites and see what job openings they have posted. Check them out on social media.
- **Make a list of questions for employers.** Ask about how they recruit and hire people with your skill set. The following are sample questions:
 - What types of strengths and experience do you look for in new hires?
 - How long is the application and interview process and what does it consist of?
 - May I contact you with further questions? Do you have a business card?
 - Questions you should avoid asking:
 - How much is the pay? (This assumes you have been offered a position.)
 - What does your company do? (This communicates you have not done your research.)
- **Polish your resume.** If you have a specific organization of interest and the organization will be at the event, prepare a targeted resume and have it available as a PDF document to provide via email or upload. Confirm your resume includes all your contact information, LinkedIn customized link, and goes back 10 years.
- **Create your profile.** Many job fairs will encourage you to create a profile to make it easier to share information with potential employers. Complete this step well in advance of the event so you are not rushed.
- **Practice your professional introduction.** The more you practice, the more confident you'll feel and polished your delivery will be at the job fair. You may need an abbreviated introduction for the event if you are limited to text and chat. Have your professional introduction ready to copy and place in the chat window.
- **Check your technology.** Confirm your camera and audio work before the job fair begins. Have a practice call with a colleague and ask what they notice in your camera view.

During the Job Fair

- **Dress professionally.** Especially for video engagements. Dress in a way that will leave a good impression on the companies and their representatives. Even if participating via audio only, being dressed for work will help you communicate professionally.
- **Have supplies.** Keep a copy of your resume visible. You will want easy access to a pen and paper for notes, a clock to keep track of time if you have set appointments, and a schedule of the event.
- **Use a name tag.** Sign in with your entire name when you enter the event platform. Your name is your identity.
- **Get there early.** Arrive early to sign in, check your connection and review the platform.
- **Attend the entire time.** Do not leave your computer unattended during the event. Your inattentiveness sends a poor message. If you are not speaking, remember to mute your microphone.
- **Be present.** Look at the camera when you speak. You can remind yourself with sticky notes to...Smile. Keep it relevant. Use nods for nonverbal communication. Watch language cues.
- **Get contact information.** Obtain names or personalized URLs to search on LinkedIn. You can connect with recruiters and employer representatives during the event or later.
- **Seek out employers.** Make a point to meet any employers you have provided a resume to prior to the event. Confirm they have your contact information by placing in their chat. Make your meeting memorable.
- **Provide your contact information.** Have your contact information ready on a word document so you can easily copy and place it into a chat window.
- **Use your camera and audio, if possible.** Seeing you brings credibility and builds rapport.
- **If video, keep your background neat.** Be aware of the full view of your background and what employers might be able to see. Look into the camera when you speak to employers.

- **Use the chat feature.** Connect with other job seekers. They may have valuable information to assist your search. You may need to wait to speak with an employer or recruiter. You can use the chat to leave your contact information.

After the Job Fair

- **Follow up.** Within 24-48 hours of the event, send a thank you note to each person you met with, whether you're interested in the company or not. You will want to remind the recruiter or employer who you are and the positions in which you are interested.
- **Connect on Social Media.** Follow companies on social media. Also, if a recruiter requests you to connect with them on LinkedIn or send them an email, do so within 24-48 hours. You can reach out for new information if needed later. Many recruiters are associated with large companies and know about nationwide openings.

In-Person Job Fairs

Additional tips to keep in mind for a career fair you are attending in person:

- **Bring supplies.** Have several copies of your targeted resume. Bring a pen and paper to take notes in order to send a follow up note.
- **Give a warm greeting.** If appropriate, begin by accepting a handshake, and maintain eye contact. Thank the representatives/recruiters for being at the fair.
- **Get business cards.** Collect business cards so you have the contact information for the recruiters you met at the event. Ask for the names or contact information of the hiring managers.
- **Network with job seekers.** Talk and connect with other job seekers at the job fair to expand your network.

Social Networking Tips

Networking Online



- Employers use social media and online resources for screening and recruiting potential candidates.
- You must properly manage your online presence for employment success.

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Networking using Social Media

Social media is a mainstream tool even in business, as it allows employers to recruit and screen potential candidates, and it provides job seekers with access to career, job, and organizational information. It is becoming standard for the employers you contact or people you meet at networking events to search for you online. A complete absence of information about you or demonstrations of inappropriate behavior or questionable content (including pictures, stories, or comments) may raise concerns.

Online Networking

Social Media Networking

It is a common practice for employers and hiring managers to research applicants online.

- Clean up your social media profiles.
- Set and update your privacy settings.
- Remove questionable content.
- Be careful of what you post, say, or follow.
- Continuously review your online presence.



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You can strengthen your job search and increase your networking capacity by utilizing the following strategies for leveraging your social media networking capabilities:

- Create your online profile. You can control your privacy settings or may even choose to have separate private and professional accounts.
- Ensure the information you provide on each site is accurate and up to date.
- Use your social networks to locate employment opportunities.
- Take advantage of social media to learn more about the companies you are targeting and to identify the hiring decision makers in those companies. Some companies may even create posts to announce job openings through their social media sites.
- Allow social media sites to work for you by setting your job preferences and creating job search alerts to receive a notification when positions that meet your job/work preferences are added to the site.
- Connect with hiring decision makers, either directly by using the messaging tools within a social media site or by arranging for an introduction through someone in your network. Once you're a member of a social media networking site, you'll immediately be provided with strategies for adding friends and new connections.

Facebook (www.facebook.com)

Social Media Networking: Facebook

- Engage with friends and families about your career transition.
- Utilize the Facebook job search tool.
- Search for and connect to people in your desired career field; search for job opportunities.
- Join groups to expand your network.



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Here are some specific tactics for making the most of three widely used social media sites: Facebook, Twitter, and LinkedIn.

- If you currently use Facebook primarily for keeping in touch with family and friends, realize that all your contacts and the people they know may have information that could help you identify employment opportunities and learn more about those opportunities.
- Do not keep your job search a secret. Let everyone with whom you are connected on Facebook know about the type of work you are seeking and the skills and knowledge you can offer an employer.
- Although you may want to restrict access to much of your Facebook profile to friends and family, consider making your employment information and education available to everyone, including employers who may be researching you.
- Ensure the information in the “About” section of your Facebook page is accurate, up-to-date, and professional.
- Utilize the Facebook job search tool. Facebook users can browse jobs and apply with an application.

- Use Facebook’s search feature to determine if a company you are targeting has a Facebook page. If so, “like” the company, and explore the content it has posted.

ACTIVITY: Name some Facebook groups to follow during your job search.

-
-
-

Twitter (www.twitter.com)

Social Media Networking: Twitter

- Ensure your Twitter handle (username) is professional.
- Search for career/job opportunities using #hashtags.
- Join conversations, network, and share information (tweets) relevant to your career/industry.



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- Ensure your Twitter handle (username) is professional.
- Create a profile that emphasizes your relevant experience.
- When you have identified companies or hiring decision makers you would like to know better, check to see if they have a Twitter presence (you may have to ask for their Twitter handle to locate them), and “follow” them.

- Demonstrate your professional interests and knowledge by periodically tweeting relevant articles or content you discover.
- To strengthen relationships with specific people, reply to the tweets they post, re-tweet their posts, or use the direct message tool to contact them.
- Participate in Twitter chats (online conversations) or online forums related to professional topics that are of interest to you.
- If you are going to attend a networking or professional development event or job fair and the event publicizes a hashtag (the # symbol is Twitter’s way of identifying topics or keywords), use Twitter to connect with people online that you would like to meet face-to-face at the event.
- Use the hashtag (#) feature to search for things of interest, including internships, apprenticeships, job fairs, or jobs (#apprenticeships, #internships, etc.).

LinkedIn (www.linkedin.com)

Social Media Networking: LinkedIn

- Sign up for LinkedIn Premium subscription. Service members and their spouses get a free one-year subscription to “premium” services <https://linkedin.com/military>.
- Build your profile.
- Follow and connect to companies.
- Join LinkedIn groups.
- Reach out and connect to others.



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LinkedIn is the world’s largest professional online network and is an effective way to reach people inside and outside of your existing networking circles, background, and industry. To get an idea of how overarching LinkedIn has become, here are some statistics as of 2020. LinkedIn has over 706 million members across more than 200 countries. Of the over 500 million monthly active users, 40% of them use LinkedIn daily. There are over 87 million millennials on

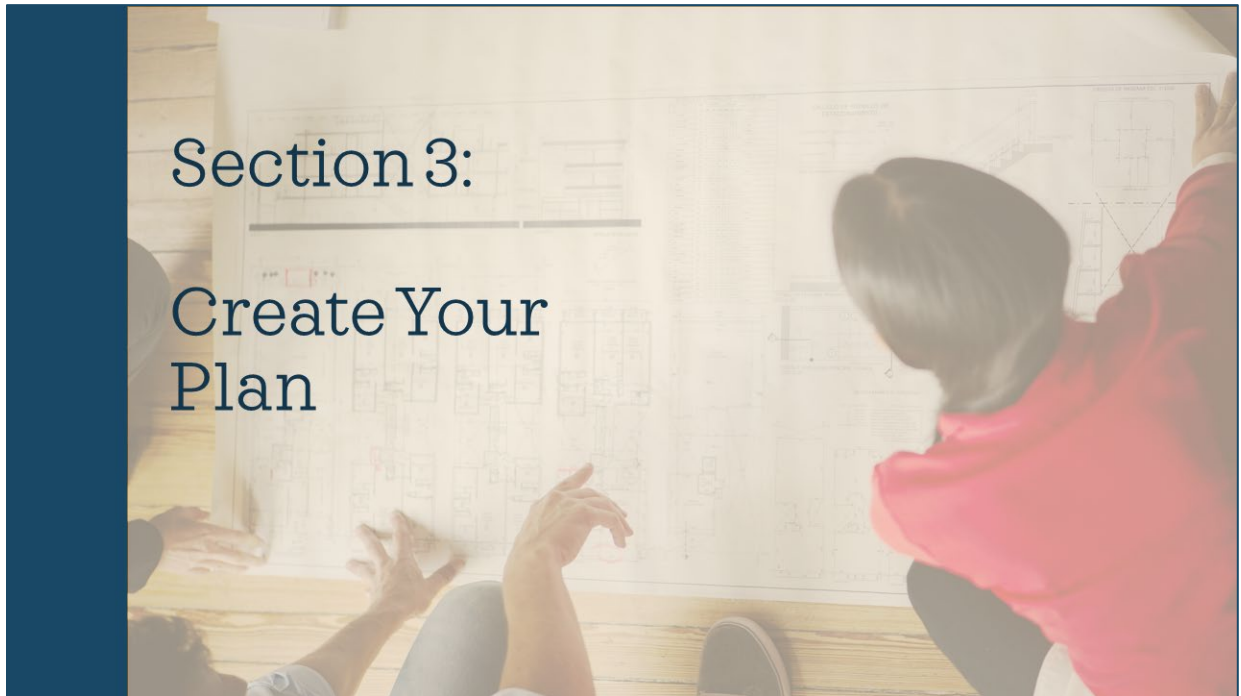
LinkedIn and 43% of all LinkedIn users are women. LinkedIn is popular with job seekers, featuring 20 million jobs from 30 million companies.

- A basic LinkedIn account is free, and they also offer a one-year complimentary Premium subscription upgrade for veterans, service members, and their spouses. **Note:** After one year, the premium account has a monthly subscription fee.
- For military spouses, the one-year Premium subscription upgrade is applicable for each permanent change of station (PCS) move, career change or job loss.
<https://socialimpact.linkedin.com/programs/veterans/milspouses>
- You will need a basic profile before you can upgrade your subscription from a free account to the Premium account.
- LinkedIn Premium Career gives you the following additional features:
 - Interview Preparation to help you prepare for commonly asked interview questions with sample answers from experts and hiring managers.
 - InMail Messaging so you can contact anyone, even if you're not connected.
 - Ability to see everyone who has viewed your profile over the last 90 days.
 - Top Applicant feature to see a list of jobs where you're a great fit.
 - Competitive Insights on people who are applying to the same job as you.
 - LinkedIn Learning, which is an online educational platform that helps you discover and develop business, technology-related, and creative skills through more than 16,000 expert-led courses. You can also choose to add these courses and related skills to your LinkedIn profile once you complete them.
- For more information, access the link at www.linkedin.com/military.
- Access to the premium account for spouses is via MySECO (Military OneSource Spouse Education and Career Opportunities.)

LinkedIn offers numerous online tutorials for building your professional identity and creating a strong profile. For assistance as you create and develop your own profile, you can find written tutorials on all sorts of LinkedIn topics at <https://www.linkedin.com/help/linkedin>.

For more information and an opportunity to build your LinkedIn profile, you are invited to take each of the 2-hour LinkedIn TEAMS workshops. These are free courses. Visit dol.gov/teamsworkshops to see the course dates and times to attend.

Section 3 - Create Your Plan



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Now that you are aware of numerous methods to reach your intended employer and sell your skills, experience, and education, how will you use that information? There are many ways you can combine job search methods to best suit your needs. In this section, you will create a job search plan for your personal use.

Use Multiple Job Search Methods

Whether you have a three-month lead into your job search, or need to start looking tomorrow, you want to commit a lot of effort into this activity. In fact, you will likely be managing multiple efforts simultaneously. Have you heard the saying, “finding a full-time job is a full-time job”?

These techniques can be used whether you are searching for remote, virtual, flexible, distributed, freelance, gig, or standard jobs, or even volunteer opportunities.

Make A Plan

Planning

Whether your next job search is next week or next year, **planning** can make a huge difference in moving you forward in a productive direction.



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Whether you are talking about business planning, goal setting, succession planning or even making a grocery list, the advantages of taking the time to create a plan are well documented.

You should take some time and develop your personal Job Search Plan. Let's look at couple of examples.

Make a Job Search Plan

Example 1: Pat



Job Search Plan

Bookkeeper/ Income Tax Preparation		October – December 202x to begin work in January 202x
Complete Resume	What I have...	10/1
	Draft resume, but need to add most recent job	
	What I need...	What resources are available?
	Review of resume	FFSC*, Military OneSource MySECO
Update LinkedIn profile	What I have...	10/5
	Free access, Basic profile, Draft resume	
	What I need...	What resources are available?
	More explanation and guidance	Upgrade to premium subscription & LinkedIn Learning online course
Contact American Job Center (AJC) to start job search	What I have...	10/8
	Finished resume (by then), CareerOneStop (to look up location)	
	What I need...	What resources are available?
	--	At AJC – resume review, job referrals
Make list of current contacts	What I have...	10/5
	LinkedIn connections, MilSpouse groups, volunteer organizations, PTSA, previous clients	
	What I need...	What resources are available?
	Write an intro email to use to reach out to contacts	---

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EXAMPLE 1: Pat is a bookkeeper and also prepares income tax returns. She likes to write things down to stay organized and detailed. She organizes her plan in terms of actions to take.

Pat’s Job Search Plan looks like this...

My Job Search Plan EXAMPLE

Career/Job Goal:		Time Frame:
Bookkeeper/ Income Tax Preparation		October – December 202x to begin work in January 202x
Action to Take	Plan	Due Date
Complete Resume	What I have...	10/1
	Draft resume, but need to add most recent job	
	What I need...	What resources are available?
	Review of resume	FFSC*, Military OneSource MySECO

Action to Take	Plan	Due Date
Update LinkedIn profile	What I have...	10/5
	Free access, Basic profile, Draft resume	
	What I need...	What resources are available?
	More explanation and guidance	Upgrade to premium subscription & LinkedIn Learning online course
Contact American Job Center (AJC) to start job search	What I have...	10/8
	Finished resume (by then), CareerOneStop (to look up location)	
	What I need...	What resources are available?
	--	At AJC – resume review, job referrals
Make list of current contacts	What I have...	10/5
	LinkedIn connections, MilSpouse groups, volunteer organizations, PTSA, previous clients	
	What I need...	What resources are available?
	Write an intro email to use to reach out to contacts	---
Attend job fairs	What I have...	November
	Targeted resume (by November)	
	What I need...	What resources are available?
	Research to find events	FFSC, MilSpouse Facebook & LinkedIn groups, Hire Our Heroes
Network with local accounting & bookkeeping organizations	What I have...	10/20

	What I need...	What resources are available?
	Research National Bookkeepers Association & Accounting firms	Online, Chamber of Commerce, CareerOneStop
Find & analyze job postings	What I have...	Ongoing
	Draft resume, industry keywords, online access	
	What I need...	What resources are available?
	More knowledge of industry terms	Online resources, professional contacts & mentor

Action to Take	Plan	Due Date
Write Cover Letter	What I have...	10/15
	Example cover letter, resume	
	What I need...	What resources are available?
	Each job posting to target the letters	---
Apply to jobs online	What I have...	Start 10/25
	Targeted resume (per job)	
	What I need...	What resources are available?
	LinkedIn contacts & referrals	CareerOneStop, Indeed, NLx, LinkedIn
Follow up with companies	What I have...	Nov & Dec
	First contact information, personal timeline	
	What I need...	What resources are available?
	Feedback from companies after first contact	---
Practice answering interview questions	What I have...	Start 11/1
	Online examples, phone to record my answers & evaluate myself, LinkedIn interview prep section	
	What I need...	What resources are available?
	---	FFSC, AJC

*In the above example, FFSC is the Fleet and Family Support Center on the local installation. Other military branches have similar services, such as Army Community Service (ACS), Airman and Family Readiness Center (A&FRC), Marine Corp Community Service (MCCS), Coast Guard Office of Work Life Programs, etc.

EXAMPLE 2:

Example 2: Chris



Weekly Schedule

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
WEEK 1	<ul style="list-style-type: none"> - Update professional introduction - Update LinkedIn profile - Email 2 connections 	<ul style="list-style-type: none"> - Update resume - Identify key search terms - Find job fair to attend 	<ul style="list-style-type: none"> - Do research online: CareerOneStop, Indeed, Glassdoor, company websites 	<ul style="list-style-type: none"> - Create a target company list - Set job search alerts on websites - Make 5 new LinkedIn connections 	<ul style="list-style-type: none"> - Attend networking event - Apply for 2 Jobs - Search for recruiters
WEEK 2	<ul style="list-style-type: none"> - Search for jobs online - Email 2 connections 	<ul style="list-style-type: none"> - Research company websites - Attend online networking event 	<ul style="list-style-type: none"> - Complete 3 job applications - Research on LinkedIn - Reach out to 5 new connections 	<ul style="list-style-type: none"> - Practice interview answers - Attend networking event - Confirm my job references 	<ul style="list-style-type: none"> - Follow-up to networking event - Make 3 calls for informational interview
WEEK 3	<ul style="list-style-type: none"> - Search for jobs online - Email 2 new connections 	<ul style="list-style-type: none"> - Visit my AIC - Attend networking event 	<ul style="list-style-type: none"> - Attend face to face meeting - Take online course 	<ul style="list-style-type: none"> - Target companies online - Find a volunteer opportunity in my industry 	<ul style="list-style-type: none"> - Follow-up to networking event - Make 2 calls for informational interview

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Chris is a teacher and is facing an upcoming move. He plans to work as a tutor and trainer for his next job. He is a big picture thinker and prefers to plan his job search in terms of activities to accomplish each week.

Chris' plan for the next six weeks looks like this...

Weekly Schedule Plan EXAMPLE

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
WEEK 1	<ul style="list-style-type: none"> - Update professional introduction - Update LinkedIn profile - Email 2 connections 	<ul style="list-style-type: none"> - Update resume - Identify key search terms - Find job fair to attend 	<ul style="list-style-type: none"> - Do research online: CareerOneStop, Indeed, Glassdoor, company websites 	<ul style="list-style-type: none"> - Create a target company list - Set job search alerts on websites - Make 5 new LinkedIn connections 	<ul style="list-style-type: none"> - Attend networking event - Apply for 2 Jobs - Search for recruiters

WEEK 2	-Search for jobs online -Email 2 connections	-Research company websites -Attend online networking event	-Complete 3 job applications - Research on LinkedIn - Reach out to 5 new connections	-Practice interview answers -Attend networking event -Confirm my job references	-Follow-up to networking event -Make 3 calls for informational interview
WEEK 3	-Search for jobs online -Email 2 new connections	- Visit my AJC -Attend networking event	-Attend face to face meeting - Take online course	-Target companies online -Find a volunteer opportunity in my industry	-Follow-up to networking event -Make 2 calls for informational interview
WEEK 4	-Search for jobs online -Email 2 new connections	-Follow-up with AJC -Apply for 3 jobs	-Attend networking event -Practice interview answers	-Attend face to face meeting -Reach out to 5 new connections	-Follow-up to networking event -Update profile & research on LinkedIn
WEEK 5	-Search for jobs online -Company research	-Attend job interview -Send Thank You	-Attend online networking event	-Negotiation -Apply for 2 jobs	-Receive a Job Offer 😊
WEEK 6	-Send thank you -Update LinkedIn profile	-Continue to apply for positions	-Send emails to connections	-Research and post on LinkedIn	-Attend a networking event

Individual Activity: Create Your Job Search Action Plan

Individual Activity: Your Plan

Weekly Job Search Activities					
	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
WEEK 1					
WEEK 2					
WEEK 3					
WEEK 4					
WEEK 5					
WEEK 6					

My Job Search Plan

Career/Job Goal:	Time Frame:	
Action to Take	Plan	Due Date
	What I have...	
	What I need...	What resources are available?
	What I have...	
	What I need...	What resources are available?
	What I have...	
	What I need...	What resources are available?

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You have a chance to work on your own plan and make notes.

My Job Search Plan


Career/Job Goal:	Time Frame:	
Action to Take	Plan	Due Date
	What I have...	
	What I need...	What resources are available?

Action to Take	Plan	Due Date
	What I have...	
	What I need...	What resources are available?
	What I have...	
	What I need...	What resources are available?
	What I have...	
	What I need...	What resources are available?
	What I have...	
	What I need...	What resources are available?
	What I have...	
	What I need...	What resources are available?

Weekly Job Search Activities

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
WEEK 1					
WEEK 2					
WEEK 3					
WEEK 4					
WEEK 5					
WEEK 6					

Wrap Up

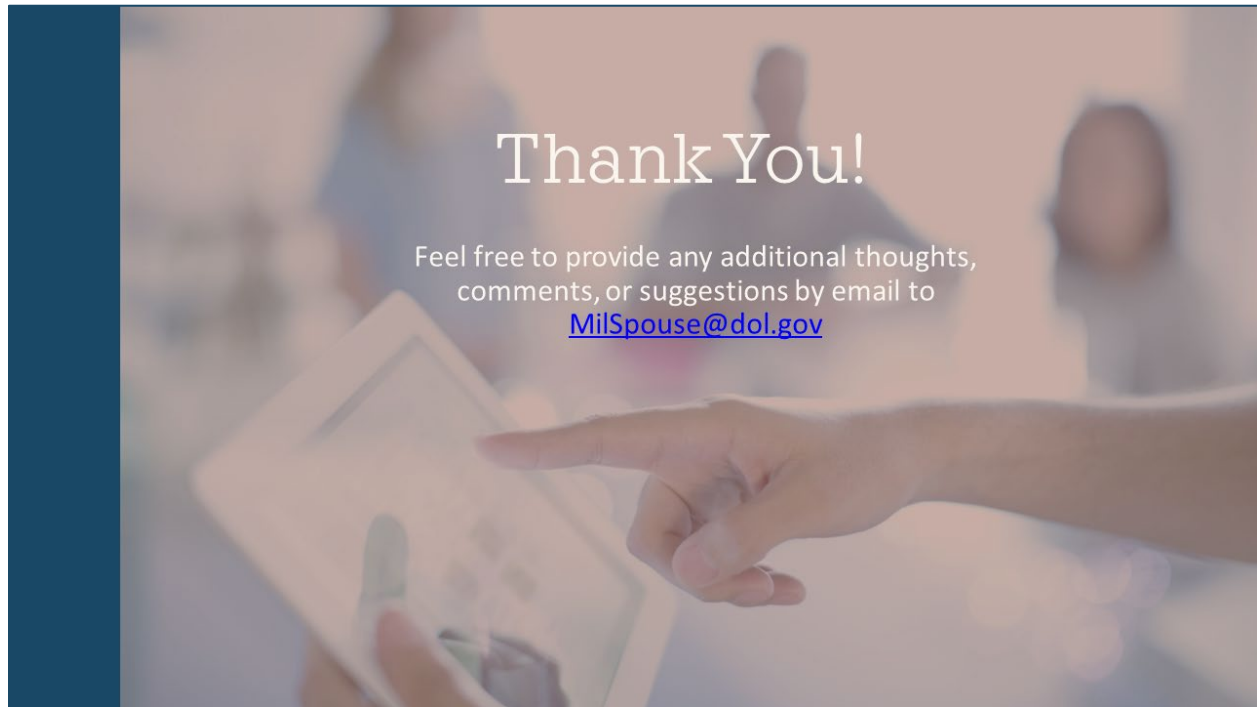
	<h2>Wrap Up</h2> <p>Did you learn something of value today?</p> <p>What one new thing will you do for your next job search?</p>	 A photograph showing a person's hands writing on a resume. The resume is placed on a laptop keyboard. The person is holding a pen and a smartphone. The background is a blurred office setting with a window showing trees and sunlight.
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Congratulations! You have taken steps toward setting yourself up for success. You can approach your next job search with knowledge, confidence, and a plan of action.

During this workshop you have:

- Discussed why marketing tactics are key components in a job search.
- Identified multiple methods and networking opportunities to use in a job search.
- Created an action plan for your own job search.



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Thank you for your participation and your service. The DOL recognizes your dedication and the sacrifices that you, your service member and your family members make each day to protect and defend our freedom. We are committed to supporting you in your transition and beyond.

Visit <https://www.dol.gov/teamsworkshops> to register for all TEAMS Workshops and download the Website Guide.

Feel free to provide any additional thoughts, comments, or suggestions by email to MilSpouse@dol.gov.

Appendix

Email examples for networking

Example of email to introduce yourself to a friend of a friend

Hello Kathy,

My name is Susan, and I'm good friends with Jade Johnson, who passed along your contact information to me.

Jade mentioned that we share a background in education, and you live in the San Diego area. She said you'd be a great person to get to know! So, I thought I'd reach out, introduce myself, and let you know that I'd love to find out more about you and your experience in southern California.

I will be relocating to San Diego this summer and with 10 years in education, I will be looking for opportunities in the area. Any insight or tips you have for going into this field would be greatly appreciated. Looking forward to connecting with you.

Sincerely,

Susan Reynolds

Example email to a former professor

Dear Dr. Patel,

I hope all is well. My name is Lisa Adams, and I am currently a student at U-State. I found your name on our alumni association and am very interested in learning more about the environment engineering field. I would love to understand more about your role at your company and how you got started in such an exciting and competitive industry. Would you be willing to spend some time speaking with me about your experience and background?

I have attached a copy of my resume just for your information so that you can have a little more background about me. I am hopeful that you will be willing to have a phone conversation when your schedule allows. Thank you so much for your time. I look forward to hearing from you.

Example of an email with a contact from a trade association

Hi Kelly,

It was so nice to meet you at the marketing association meeting and chat about content marketing trends for military spouses. After our conversation, I found this article interesting and enlightening, so I figured I'd pass it along.

Again, I really enjoyed meeting you, and I'm looking forward to keeping in touch. Don't hesitate to reach out if you want to get together and bounce around some more ideas. I'd love that!

Example of email to ask a volunteer colleague to introduce you to another

Hi Anne!

It was so nice to work with you at the Food Bank last Friday. I enjoyed our conversation. As we were talking about my upcoming move to San Diego, you mentioned that you have a friend that works as an educator in the public-school system there. I am interested in knowing more about that area and the education system. If you're willing, an introduction to your friend would be so helpful for me to gain insight about the education market in San Diego.

I've included an easy-to-copy blurb to provide context but let me know if there's any other information I can provide. I appreciate your help!

Message: Janet is moving to San Diego soon and has experience teaching third grade. She wants to continue her career in education in California. She would love to connect with you to learn about the local market as she works on her licensing requirements. Any tips you may have for navigating the San Diego education market would be welcome.

Example email from a networking event meeting

Hi Kevin,

It was such a pleasure having the chance to meet you at the Propel Networking Event yesterday. Thank you so much for your time and for sharing your story about some of your struggles breaking into the advertising industry. As I begin my career, would it be alright to stay in contact with you if I have any questions? Again, thank you so much for your time.

Example of Invitation to Connect on LinkedIn

Hello Simone Jackson,

I found your profile on the Military Spouse Career Network page and wanted to reach out to discuss your career path as we have similar backgrounds. I would like to connect with you on LinkedIn to create a mutually beneficial networking opportunity.

Sincerely,

Janice Thornberry

Example email to connect on social media

Hi May,

I'm also a member of the Pioneering Marketing LinkedIn group, and I always find your posts to be incredibly helpful and thought-provoking. I'd love to be able to keep in touch and hear more about your work.

Example of email to contact your local American Job Center

Hello Hector,

My name is Michelle Gonzalez. I have recently relocated to the area and would like to learn more about starting my own business in event planning. Mr. John Smith from the American Job Center suggested that I reach out to you for advice.

Mr. Smith explained your extensive experience in catering and event planning across the tri-state area. I also have experience in the industry but am new to this market. It would be great to sit with you and learn more about the local area and industry as well as the "do's" and "don'ts" as I get started on my own business.

If you're open to it, I'd love to grab coffee to find out more about your experience and get your advice.

Example email to contact a former co-worker, colleague

Hi Sandra,

How are you? I hope you and the family are doing well. How's life treating you? I will be joining you as a California resident soon. I am looking for a career in counseling as I complete my degree and relocate. I would love to chat with you and fill you in on what I'm thinking about and hear the latest from you. It would be great to catch up.

Example email from professional connections at job fair

Dear Ms. Russo,

Thank you for taking the time to speak with me at the Virtual Career Fair today. You were extremely helpful in explaining Green Street's plans to expand and the challenges of finding people with the right skills to fill these new positions.

As I mentioned during our conversation, I have 5 years of experience in supporting and troubleshooting hardware, software, and networking issues. I have a strong background in Microsoft Windows NT/2019. I am certain my technical skills and experience would make me an asset to your team.

As you suggested, I submitted my application through Green Street's website, and have also attached my resume for your review. I would welcome the opportunity to talk with you again. I will follow-up with you next week. Again, thank you for your time.

Example of email to set up an Informational Interview

Dear Mrs. Anderson,

We have a shared contact in Dr. Susan Smith, CEO of Boys and Girls Club. She suggested that I contact you for additional information regarding your career pathway in social services.

I recently completed a volunteer opportunity working with the Navy as a Child Development Specialist. I would like the opportunity to meet or speak with you to discuss your insight on the range of careers to pursue within the social services field, especially with my skills and experience. I understand that you are busy and would appreciate any time that you could spare to meet with me in person or by phone. May I have 15-20 minutes of your time over the next few weeks to ask you a few questions?

Any suggestions you could offer would be greatly appreciated. Thank you for your time.

Resources for LinkedIn profile building

LinkedIn offers numerous online tutorials for building your professional identity and creating a strong profile. For more information, visit www.linkedin.com/military.

For assistance as you create and develop your own profile, you can find written tutorials on all sorts of LinkedIn topics at <https://www.linkedin.com/help/linkedin>.

The screenshot shows the LinkedIn Help page interface. At the top, there is a blue header with the LinkedIn logo and the word "Help". Below the header is a search bar with the text "LinkedIn Help" and a search icon. The main content area is divided into a left sidebar and a main content area. The sidebar contains a list of navigation options: Home, Getting Started, Known Issues, Manage Your Account, Build Your Profile (highlighted), Messaging & InMail, Grow Your Network, Finding Jobs, Posting a Job, and Paid Features. The main content area features a "Popular actions" section with a rocket icon, a "Visit our Help Forum" button, and a list of other popular actions including "Change or add email address", "Close your account", "Reset your password", "Manage emails you get from LinkedIn", "Upgrade or cancel your subscription", and "Merge Connections from Two LinkedIn Accounts". Below this is a "Suggested for you" section with a document icon and a link to "LinkedIn Homepage - FAQs".