

Thirty-second summaries contain five key elements. Look at each step below and complete your own thirty-second summary.

Step 1: Characteristics including title.

Example: I am a creative, energetic job search trainer

Step 2: Experience

Example: I have over ten years of experience in training executives and middle managers how to develop their careers.

Step 3: Education

Example: I have a Bachelor of Arts in Psychology from Bradley University and an MBA from Keller School of Management.

Step 4: Something unique about you

Example: In my spare time I teach job search skills in a shelter for battered women.

Step 5: Tie it together with what you can do for the company or organization

Example: My ability to communicate effectively with all levels of personnel along with my creativity and energy will make me a valuable asset to your organization.

Write a draft of your own 30-Second Summary:

I am a _____
(Characteristic 1) (Characteristic 2) (Job Title)

I have over _____ years of experience in _____
(Length of time) (Employment activity & experience)

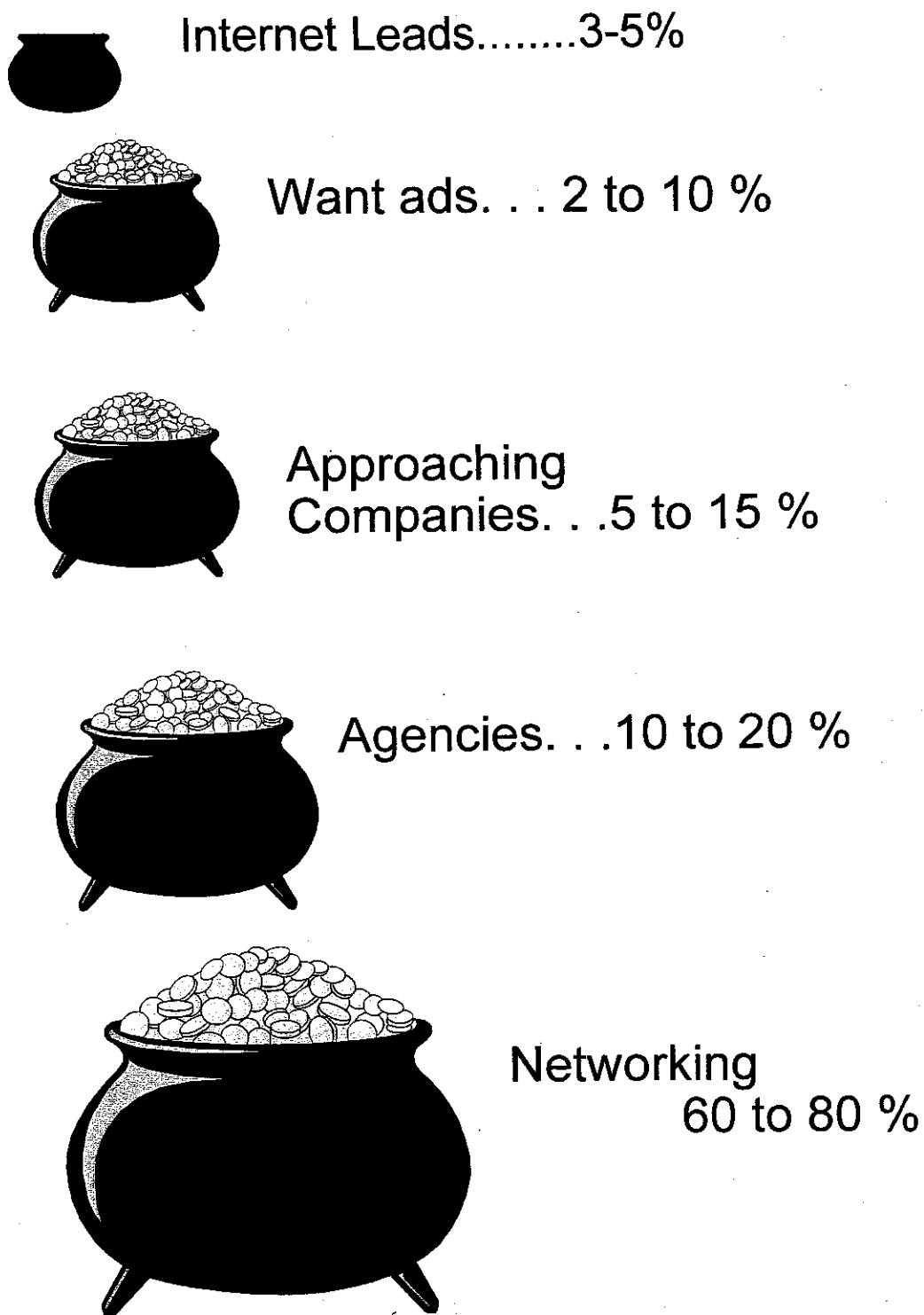
I have a _____ in _____ and a _____
(Degree, training or Certification) (major or training title) (Additional degree or training)

in _____
(Major or training title)

I also enjoy (or spend time, etc) _____
(Something Unique about you or your activities)

My skills (experience) in _____ will make me a valuable asset, etc. in your organization.
(Talent, experience or skills)

****Rewrite and practice your 30-Second summary until you sound very smooth, comfortable, and conversational when you call your contacts****



FOUR STAGES OF A JOB OPENING

Stage One
Hiring Manager

Stage Two
Human Resource

Stage Three
Posted In House

Stage Four
Internet, Ads,
Recruiter,
Thundering Herd

*For first few tries, don't leave messages.
Hang up so you can control the placement of
the next call; this way you don't have to rely
on the person to return your call.*

If you do leave a message consider:

- *Make your message specific to fit each person and situation*
- *Begin with your name and objective of your call*
- *Give your name and number slowly and clearly*
- *keep your entire message under 45 seconds*
- *Remember your goal-set an appointment*
- *Repeat your name and phone number*

TO BEGIN:

- **Make a list of the people that you know**
- **Use a 30 second summary**
- **Ask 3 specific questions**

Keep going until you get some information or names

Guidelines for Phone Calls

- **Set specific goals, make 5-10 calls a day**
- **Try to get to the Hiring Authority**
- **If they are not interested, turn it into a networking/information call**
- **Ask three specific questions:**

Do you have any advice or ideas for me?

Do you know of any companies adding staff?

Do you know of anyone else I can talk to?

YOUR PRIMARY CONTACT LIST

Friends and acquaintances

Relatives and in-laws

Former Employers

Fellow workers from previous jobs

Colleagues

Bankers and Brokers

Accountants

Lawyers and paralegals

Entrepreneurs and venture capitalists

High School friends, alumni and teachers

College friends, alumni and teachers

Graduate school friends, alumni and teachers

Community and civic leaders

Church, parish, synagogue members

Sales personnel and marketing representatives

Journalists and reporters

Doctors, dentists, nurses

Consultants

Insurance agents and brokers

Real estate agents and brokers

Officers and administrators of professional associations

Health club members

Social club members

Secretaries and receptionists