**Personal Marketing Plan and Talent Profile**

**Objective:**

(Provide a short summary related to the type of work and position that you are seeking.)

**Personal Profile/Positioning Statement:**

(Provide three to four bullet statements that are focused on your capabilities and make it clear why you are highly qualified for the type of position you are seeking. These items should peak the readers interest and make them want to review your capabilities further. These bullets will be used to create the summary section on your resume.)

* …

**Targeted Functions:**

(Provide a short list of target functions that you are wanting to pursue.)

* …

**Personal Vision for New Position:**

(Provide a full list of the characteristics that are important if the new job is going to be a good fit for you. Include information on the industry, size of the organization, geographic restrictions, global reach of the assignment, company leadership style and any other attributes that are important to you. You should also consider weighting and/or ordering these characteristics to determine what you would be willing to forgo.)

* …

**Marketing Approach/Plan:**

(This section should include your targeting hiring date, a list of methods and activities that are need get to the job offer, and the metrics/targets you intend to use to drive your efforts. Your targets should be based on Jerry Fusco’s statistics related to activities and numbers needed to get a job offer. In short, experience shows that you need to contact 15 people to reach one hiring manager and 25 hiring managers to get one job offer. That means that you will need about 375 networking contacts to get one offer. This equates to 32 networking contacts and 2 hiring manager contacts per week if you intend to land within 3 months. The proposed targets below are aligned with a three month plan.)

* Targeted hiring date of (at least three months out)
* Complete a commanding resume focused on the position(s) wanted and revise resume to match each positions that is applied for
* Complete LinkedIn Profile and maintain on a regular basis (confirm validity twice per month)
* Network as needed to meet plan
  + Engage in a minimum of 32 Stage 1 telephone or direct contacts per week (See Five O’Clock Club documents for stage definitions)
    - Utilize existing network fully
    - Add contacts through existing contacts, associations, job fairs and other approaches
    - Focus on contacts that can lead to engagement with target companies
  + Increase Stage 2 contacts to at least five per week
  + Increase Stage 3 contacts to at least three per week (complete at least 15 before targeted hiring date)
* Expand recruiter network to 5 effective recruiters and stay engaged as needed
* Review job postings and job boards as needed (at least once per week)

**Health and Welfare Plan:**

(Don’t forget to include activities to maintain your personal, mental and physical wellbeing.)

* Include fitness and recreation in weekly efforts
  + Exercise at least …
  + Attend family activities at least …
  + Engage with spouse or significant other at least …
  + Maintain relationships with friends and family
  + Read at least …
* Include volunteer activities
  + …
  + …
  + …
* Include faith based activities
  + …
  + …
  + …

**Areas of Expertise/Key Differentiators:**

(Document your key differentiators including a detailed list of what you can deliver in these areas.)

|  |  |  |
| --- | --- | --- |
| Expertise/Differentiator 1 | Expertise/Differentiator 2 | Expertise/Differentiator 3 |
| * … | * … | * … |

**Target Companies:**

(Document your target companies aligned with the targeted functions you listed above.)

|  |  |  |
| --- | --- | --- |
| Targeted Function/Area 1 | Targeted Function/Area 2 | Targeted Function/Area 3 |
| * … | * … | * … |

**Extended Profile/Experience:**

(Document everything that you believe is important about your experience including all activities that you believe should be referenced on your resume.)

* …