

# Job Search Strategies & Tactics for Veterans

## Essential Tactics for a Successful Job Search Campaign



Dr. Kymn Rutigliano, Asst. Professor  
SUNY Empire State College  
David Dirks, Pathway to MBA Student



# Four Essentials for Veterans

- Knowing what career field they want to pursue
- Learn researching skills to uncover opportunities
- Understand how to network & leverage their professional network
- How to build a personal brand

Teach them how to **market** themselves.



# Job Search: The 80/20 Rule

- ❖ 80%+ of the available positions are NEVER ADVERTISED.
- ❖ 80% of job searchers chase 20% of the available positions.
- ❖ This causes 'cricket chirp'. 'Cricket chirp' is when people send their resumes in for position after position and hear nothing back but the sound of crickets.

**20% of savvy job searchers have access to 80% of the available positions...jobs that most others will not find.**

**...that's how 250 people apply for 1 job opening.**



# So....

...what makes anyone think that the HR manager is going to read & screen all those resumes?

Or that your resume will somehow rise above the clutter of hundreds of others?



# How are employers sourcing for job candidates?

Recent Jobvite.com Survey:

- ❖ 92% use social media like LinkedIn and 2/3 use two or more networks for recruiting
- ❖ 78% source best candidates from **referrals**.
- ❖ 66% have hired candidates identified from social networks

...remember, 80%+ of available jobs are ***never advertised.***



**JOB  
SEARCH  
MARKETING**  
FINDING JOB OPPORTUNITIES IN ANY ECONOMY  
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# Relationships rule the day.

**78% - Referrals**

56% - Social networks

55% - Intern hires

46% - Direct Applications

38% - Outside Recruiters

37% - Internet Job Boards

19% - Mobile career site



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Having an updated  
resume is **NOT** a job  
search strategy.



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# Formula for Job Search Failure:

A Resume + Someplace to send it  
≠  
Job Opportunity



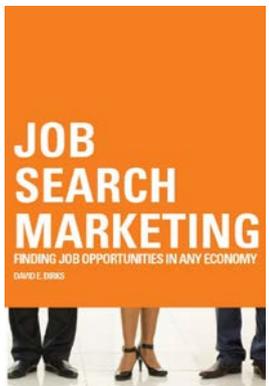
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# Learning New Math

- **How many interviews does it take to get an offer?**
- **How many offers does it take to get the right position?**
- **How many job opportunities do I need to identify to answer the first two questions?**



# The new job search formula:

Job Search Strategy + Research + Networking +  
Personal Branding + Personal Marketing

=

Job Opportunities NOT ADVERTISED.

*Anybody can go online, find job openings  
and send a resume.*

*The key is to find the job openings that  
are never advertised.*



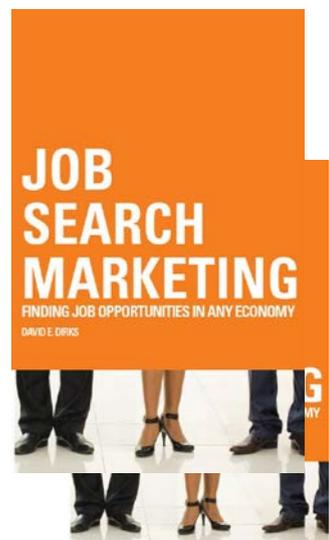
# So, our veterans need two goals in a job search:

1. Identify job opportunities that are not advertised.
2. Differentiate themselves from the competition.



# Helping Our Vets Become Research Powerhouses

Gain the focus and ability to be in tune with the resources, people, issues, challenges that surround their career fields.



# On the hunt for critical data...

Our Veterans need to be skilled in looking for sources of data that can lead to potential job opportunities:

- Key decision makers
- New networking contacts in your career field
- Job leads
- Companies that are expanding
- Associations that are within your career field
- New growth sectors



# Researching & Profiling Potential Employers

How well is the company doing relative to peers?

What are the most profitable areas of the company?

What areas that are contributing most to overall growth?

Where is the company making large investments for future growth?

What do the stock analysts say about the company?

What comes up when you Google the company name?

What's in the company news archive for last six months?

Who are the key officers?

What are bloggers saying about the company?

What are the details on the hiring process?

What are current or projected openings?



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# News Scanning

## Use Google Alerts

### Google Blogs Alert for: **Marketing Jobs**

[Marketing in Your Free Time | Jobs|Careers|Video Resume|ApplyandGo.com](#)

By admin

You might have the weekend off, but that is not any reason to stop promoting your business. As a small business owner, you eventually need.

[Jobs|Careers|Video Resume|ApplyandGo.com - http://applyandgo.com/blog/](#)

[ATT Senior Product Marketing Manager- Redmond, WA / AT&T / Redmond ...](#)

By Social Media Jobs

AT&T/Redmond, WAATT Senior Product **Marketing** Manager- Redmond, WA - 1011124 Description Don't miss this opportunity to join the company recognized by Fortune magazine as the World's Most Admired Telecommunications Company and ranked #2 ...

[Social Media Job Wire - http://socialmediajobwire.com/](#)

[The Best Freelance Job Boards for Writers... « Freelance Jobs ...](#)

By brian

How many times have you checked out a **job** board to that either it no longer exists or that there is one or two **jobs** listed. Out of the hundreds of **job**... ... Type of projects: Wide variety of projects: articles, web content, sales and **marketing**, technical. A word to the wise. Be selective about what types of projects that you bid for. There is a lot of competition out there, so do not waste your time with projects that you are not qualified for or do not interest you. ...

[Fast Cash Freelance : Learn All... - http://www.fastcashfreelance.com/](#)

[The Secret Diary of Steve Jobs : Joe Wilcox knocks iPad](#)

By Brinke

Apple loves to use sales numbers for **marketing** advantage. (Why not?) Apple hype is simply out of control. (Your point being...?) Were you wowed by the iPad's aspirational **marketing** or Steve **Jobs'** product introduction? (The intro. ...

[The Secret Diary of Steve Jobs - http://www.fakesteve.net/](#)

[REDMOND Platform Engagement-Senior Director-MGS Job - WA, 98052](#)

**Job Category: Marketing** Location: United States, WA, Redmond **Job ID:** 713977 13247. Division: Entertainment & Devices Division Do you want to join a select group of industry-leading hardware, user interface, service and gaming content ...

[Microsoft - Microsoft Xbox 360 Jobs - http://www.microsoft-careers.com/go/Microsoft-Xbox-360-Jobs/44385/](#)



# Scanning Corporate Annual Reports

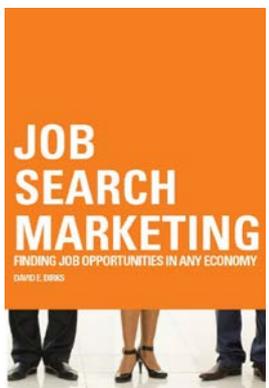
Where is the company expanding? What are the most profitable divisions?

What new products is/has the company released to drive growth?

Who are key personnel within the organization?

Any mergers and acquisitions within the last year

Any new internal initiatives?





# Job Seekers Database

[www.Inc.com](http://www.Inc.com)

Rank ▲	Name	Year	City	State	Region	Revenue	Growth
9	MediaTrust	2009	New York	NY	Northeast	\$38.3 million	9,481.1%
20	Working Media Group	2009	New York	NY	Northeast	\$12.3 million	4,782.4%
42	Nutricap Labs	2009	Farmingdale	NY	Northeast	\$16.3 million	2,899.7%
43	FTEN	2009	New York	NY	Northeast	\$12.1 million	2,863.7%
57	ReSource Pro	2009	New York	NY	Northeast	\$6.9 million	2,239.5%
66	StoreBoard Media	2009	New York	NY	Northeast	\$4.7 million	2,025.7%
70	Electronic Payments	2009	Calverton	NY	Northeast	\$17.6 million	1,953.5%
88	Pangea3	2009	New York	NY	Northeast	\$8.1 million	1,718.1%
140	U.S. Energy Development	2009	Getzville	NY	Northeast	\$56.4 million	1,260.3%
145	Loeffler Randall	2009	New York	NY	Northeast	\$10.3 million	1,220.7%
154	CPX Interactive	2009	Westbury	NY	Northeast	\$58.6 million	1,187.6%
163	Campus Habitat	2009	New York	NY	Northeast	\$5.7 million	1,152.4%
186	Code Shred	2009	Island Park	NY	Northeast	\$2.8 million	1,055.9%
231	Cyrus Innovation	2009	New York	NY	Northeast	\$3.5 million	919.7%
257	MindSmack.com	2009	New York	NY	Northeast	\$2.6 million	869.3%
258	Metal Mafia	2009	New York	NY	Northeast	\$3.5 million	866.7%
267	Children's Progress	2009	New York	NY	Northeast	\$2.1 million	854.1%
274	5LINX Enterprises	2009	Rochester	NY	Northeast	\$45.7 million	831.8%

# LinkedIn for Research

Recent Hires?

Recent Promotions?

The hunt for a key decision maker or key influencer.

## New Hires

**Oie Lian Yeh**, Editor (contractor) in marcom  
was Senior editor on global content team at [PayPal](#) - this month

**Kiyoshi Kobayashi**, Senior Manager  
was Vice President, Product Marketing at [PalmSource](#) - this month

**Aidan McCarthy**, IT and Learning Technologies Worldwide  
was Managing Director K-12 (Schools) WW Public Sector at [Microsoft](#) - this month

**Lalee Martin**, iTunes Localization Producer  
was Reporter at [Red Herring Magazine](#) - last month

**Stephen Pontes**, Web Producer  
was QA and Support Manager at TuneUp Media - last month

5

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## Recent Promotions and Changes

**Benno Kahrens**, Sales SME  
was Advisor (iPhone) - this month

**GJ Solano**, Cross Functional Content Producer  
was Digital Photo Librarian - 3 months ago

**Sean Young**, Content Developer for Professional Applications  
was Professional Application Support Advisor - 2 months ago

**Jason Russell**, Interactive Producer  
was Interactive Traffic Manager - 5 months ago

**Michael Boyd**, Director, Global Treasury Operations  
was Sr Manager WW Treasury Operations and Systems - 2 months ago



# Job Search Marketing

## Personal Branding:

Putting Your Best Foot Forward



# The Challenge of Transitioning from Military to Civilian Career

- How do I fit in?
- Why would a company want me?
- How transferrable are my skills?
- What are my skills anyway?

(SUNY ESC created two courses to help military and veterans answer these questions: ***“Self Management/Self Marketing”*** (Center for Distance Learning) and ***“Leading in a Civilian Context”*** (MBA)



# What is a 'personal brand'?

The art of managing the professional & personal perceptions that people have about you.

Perception is reality.  
Reality is perception.



# Personal Branding is all about...

- ✦ Knowing yourself
- ✦ Reputation
- ✦ Differentiation

Building a personal brand that makes you stand out from your competition.

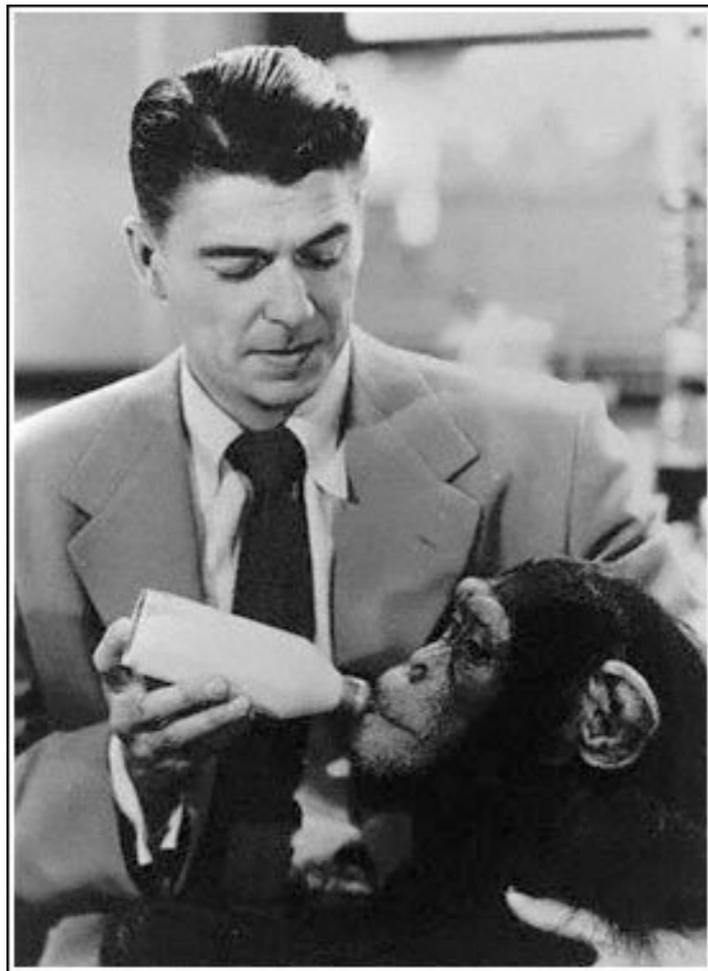


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# An Early Master of Personal Branding...

From this...



To This...



# Current Day Master of Personal Branding...

From this...



To this...



# The New Master of Personal Branding...

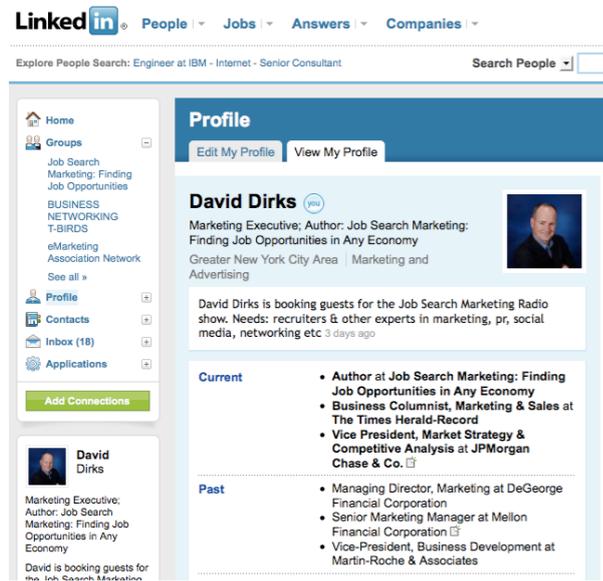
From this...



To this...



# Personal Marketing: Extending your Brand



**LinkedIn** People Jobs Answers Companies

Explore People Search: Engineer at IBM - Internet - Senior Consultant Search People

**Profile**  
 Edit My Profile View My Profile

**David Dirks**  
 Marketing Executive; Author: Job Search Marketing: Finding Job Opportunities in Any Economy  
 Greater New York City Area Marketing and Advertising

David Dirks is booking guests for the Job Search Marketing Radio show. Needs: recruiters & other experts in marketing, pr, social media, networking etc 3 days ago

**Current**

- Author at Job Search Marketing: Finding Job Opportunities in Any Economy
- Business Columnist, Marketing & Sales at The Times Herald-Record
- Vice President, Market Strategy & Competitive Analysis at JPMorgan Chase & Co.

**Past**

- Managing Director, Marketing at DeGeorge Financial Corporation
- Senior Marketing Manager at Mellon Financial Corporation
- Vice-President, Business Development at Martin-Roche & Associates



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**David E Dirks** Maintaining a Positive Attitude during Job Search Marketing will air 09/16. <http://tobtr.com/s/672744> #BlogTalkRadio via Twitter

Wall Info Photos Links +

What's on your mind?

Attach Share

David E Dirks Maintaining a Positive Attitude during Job Search Marketing will air 09/16. <http://tobtr.com/s/672744> #BlogTalkRadio  
 Thu at 8:30pm via Twitter - Comment - Like

David E Dirks Just finished the first live recording of the Job Search Marketing Radio show...BlogTalkRadio is a great place to host a show!  
 August 26 at 10:04pm via Twitter - Comment - Like

David E Dirks 3 Ways to Highly Effective Networking on Job Search Marketing will air 09/02. <http://tobtr.com/s/671384> #BlogTalkRadio  
 August 26 at 9:37pm via Twitter - Comment - Like

David E Dirks Click to Listen  
 Finding Job Opportunities 101  
 source: [www.blogtalkradio.com](http://www.blogtalkradio.com)  
 If your mission is to find job opportunities in the shortest amount of time possible, then listen in to this episode. Your host, David Dirks, author of "Job Search Marketing: Finding Job Opportunities in Any Economy"



**Dirks On Strategy**  
 It's About Growing a Business In Any Economy

home about david dirks dirks on strategy radio show

search go!

**Online Forums Give Small Businesses Leverage**  
 February 20, 2010

Posted by David Dirks in business strategy, e-Small Business Resources, marketing.  
 Tags: consumer research, David Dirks, dirks on strategy, market research, online forums, public forums, small business  
 add a comment , edit post

Consumer research from the web gives small businesses leverage they've never had before. You name the area of interest, and I'll be you'll find any number of places online where people can 'chat' about it. Savvy marketers and business owners have found chat rooms and public forums to be great places to sift through and find information that can be of significant benefit to their businesses. Investing some time each week or at least on a monthly basis researching what people are saying in your community of interest is well worth it. Sure, there's a good amount of

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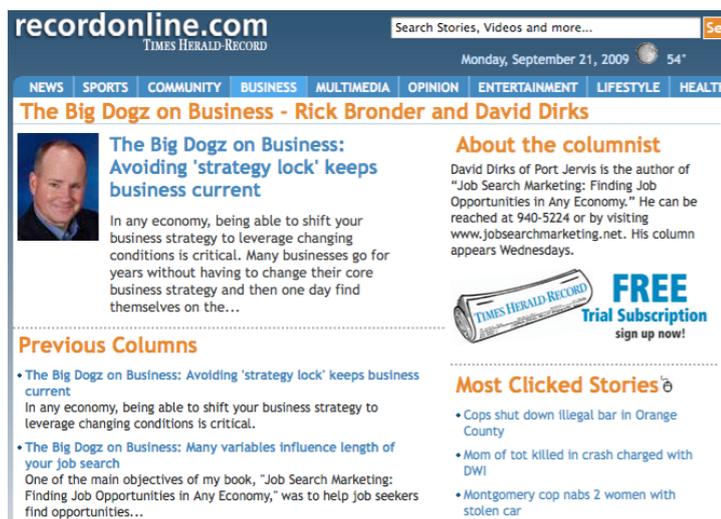
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**recordonline.com** Times Herald-Record  
 Monday, September 21, 2009 54°

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**The Big Dogz on Business - Rick Bronder and David Dirks**

**The Big Dogz on Business: Avoiding 'strategy lock' keeps business current**  
 In any economy, being able to shift your business strategy to leverage changing conditions is critical. Many businesses go for years without having to change their core business strategy and then one day find themselves on the...

**About the columnist**  
 David Dirks of Port Jervis is the author of "Job Search Marketing: Finding Job Opportunities in Any Economy." He can be reached at 940-5224 or by visiting [www.jobsearchmarketing.net](http://www.jobsearchmarketing.net). His column appears Wednesdays.

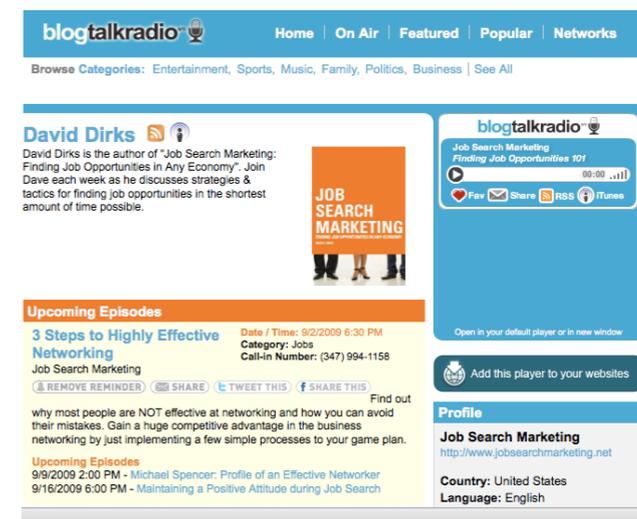
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- The Big Dogz on Business: Avoiding 'strategy lock' keeps business current  
 In any economy, being able to shift your business strategy to leverage changing conditions is critical.
- The Big Dogz on Business: Many variables influence length of your job search  
 One of the main objectives of my book, "Job Search Marketing: Finding Job Opportunities in Any Economy," was to help job seekers find opportunities...

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**David Dirks**  
 David Dirks is the author of "Job Search Marketing: Finding Job Opportunities in Any Economy". Join Dave each week as he discusses strategies & tactics for finding job opportunities in the shortest amount of time possible.

**Upcoming Episodes**

**3 Steps to Highly Effective Networking**  
 Job Search Marketing  
 Date / Time: 9/2/2009 6:30 PM  
 Category: Jobs  
 Call-in Number: (347) 994-1158

REMOVE REMINDER SHARE TWEET THIS SHARE THIS

Find out why most people are NOT effective at networking and how you can avoid their mistakes. Gain a huge competitive advantage in the business networking by just implementing a few simple processes to your game plan.

**Upcoming Episodes**

- 9/2/2009 2:00 PM - Michael Spencer: Profile of an Effective Networker
- 9/16/2009 6:00 PM - Maintaining a Positive Attitude during Job Search

**Profile**  
**Job Search Marketing**  
<http://www.jobsearchmarketing.net>  
 Country: United States  
 Language: English



Ability to detect what clients and audiences really want through the ancient art of listening

Wordsmithing muscle grinds complex subjects into fine sugar

X-ray vision neutralizes brain fog and sharpens focus

Fire-breathing copy turns lukewarm prospects into red hot clients

Magnetic core attracts readers without expensive, fancy-schmancy marketing

Super powers activate!

↳ [activate@andreaemerson.com](mailto:activate@andreaemerson.com)

Bag of tricks helps others tap into their own powers

Your writing offers a very elegant explanation of what often gets over-thought. Ockham's Razor says things should be made as simple as possible but not simplistic. You've accomplished that worthwhile goal with [your writing]. Keep up the great work.

> Mark Sanborn, Best-Selling Author, *You Don't Need a Title To Be a Leader*; *Fred Factor*; *The Encore Effect*

Just received your publication. I thought the balance of articles, the level of personal encouragement and best business practices was dead on. I want to encourage you that your efforts touched me today.

> Rick Terry, President, Main1Media

I have been telling the business owners I know about you and sending them to your web site. Everyone is very impressed with what you are doing and can't wait for you to [expand to Ohio].

> Julie Flaherty, Owner, LearningRx

I have been meaning to write you for some time. I greatly appreciate [your work] and strong content you provide for business professionals. Please let me know if I can ever serve your cause!

> Todd Richardson, VP, Legal Affairs, CP Morgan

I am to address a large group of insurance agents in the coming weeks and your articles on marketing and sales are very helpful to me. Thank you for your efforts.

> Jim Atterholt, Commissioner, Indiana Department of Insurance

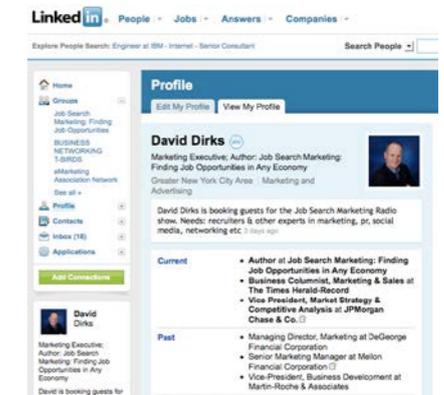
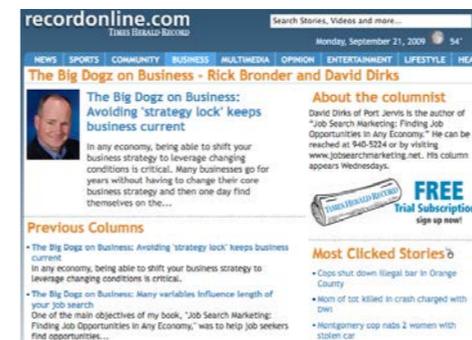
Please keep [your email newsletter] coming. And I do still find your publication wonderful. So many great tips, lessons and ideas to help me keep my business on [the right] path.

> Craig Burns, President, A2C Solutions Group LLC

Love, love, love your [series on workplace productivity]. It's hitting me where it hurts, but it's a 'good hurt,' like sore muscles you get from working out.

# Why do all this?

- ❖ Competitive advantage against peers...most won't do it.
- ❖ Creates opportunities to expand professional network...critical to uncovering unadvertised job opportunities.
- ❖ Opportunities start to find you.
- ❖ Creates differentiation and enhances your personal brand.



# Questions?

Dr. Kymn Rutigliano - [Kymn.Rutigliano@esc.edu](mailto:Kymn.Rutigliano@esc.edu)

David E. Dirks – [Dirksmarketing@gmail.com](mailto:Dirksmarketing@gmail.com)

