

In order for someone to help you with a job search, they have to know where you want to go. They need to hear your ideal next job. However, most people are too unclear in describing their direction. They typically give several scenarios. Some even answer this question by initially saying, “I’m not really sure...”

Not only will people not be able to help you, but you’ll likely leave an impression that you’re unfocused, possibly unorganized, and maybe even not an A level business person. They will also be more reluctant to help you if asked again.

As Jerry McGuire said, “Help me help you.” Help your network help you by giving people a specific direction from which they can make any kind of comment. If they respond, “I don’t know that industry or that person but let me think about it,” follow up with them soon reemphasizing your clear direction.

2 LEVELS OF ANSWERS

Do not email a detailed one page marketing plan about your numerous expertises and possible directions. Instead, communicate clear, focused, and bite size information which will help them more easily help you:

- 1 First give them several examples of target companies and target people in those companies you’d like to connect with or learn about.
- 2 If they don’t know these companies or people, then describe the Industry, Company Size, Title, and Geography of your ideal job. If geography is limited to one city, say that.

EXAMPLE VIA EMAIL

Bob,

I was referred to you by Tim Jones. I’m trying to connect to the people or companies listed below and wondered if you or someone you know has a connection to them?

I’m in the process of looking for a new job, and my ideal next position would be

.....(title)..... for a(company size and industry)..... in(location)....

Attached is my resume which includes LinkedIn profile.

If you don’t have any connections to this list, do you know anyone who might? Or do you have any suggestions to similar companies? Any assistance would be appreciated.

Thanks.

- SYS Systems, Greg Yourke, CEO
- XYZ Energy Services, Helen Jones, CFO
- ABC Company, Joe Smith, COO