

## 8 Steps for Candidate Self Marketing.

1. Stop Sending Your Resume. Responding to ads or postings by emailing will only land your resume on the stack with other respondents and usually on someone's desk in HR. STOP DOING IT.
2. Complete the **Facts Achievements and Value Analysis (FAV) Worksheet** per the GRN Edgewater Website
3. Spruce up Your Resume. Add quantifiable accomplishments to your resumes and make sure that it speaks to the individuals receiving it. Review
4. Create a Target List. Put together a list of companies (with contact information) you would like to target for employment.
5. Create Your 60 Second Commercial. Create a short commercial on yourself that quickly communicates to a hiring manager the benefit(s) of your track record of success. The idea is to generate interest in talking to you further.
6. Identify the Hiring Manager. Research the companies on your target list to find out who you would report to if you were employed there.
7. Research the Company(s). Identify "talking points" about the company. Go to the company website and look at the "about us" or "investor relations" sections to gather this information.
8. P.U.T.T. – P.U.T.T. stands for **P**ick **U**p **T**he **T**elephone. Call the hiring manager at each company on your target list. Be prepared to deliver your 60 second commercial and if you engage the hiring manager in conversation, utilize the talking points to show that you did your homework before you called.

If the candidate gains the interest of the hiring manager to go to the next step they will have a resume put together that is more than just feature based. The candidate can also gather information about the potential job and design a cover letter (and even revise their resume) tailored to highlight how their experience and track record tie into the duties and requirements of the job.

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