

Job Searching? Target Market Yourself Times Two or Three!

By Donna Rawady

In today's job market most candidates are aware of the possible challenges around landing the same role, at the same level and salary. They realize it's important to maintain a level of flexibility around desired outcomes. They may also be taking advantage of their job search to seek out opportunities that, in the past, they've only dreamt about.

Most of us understand the benefits of target marketing—focusing on a specific segment of the market—when we're selling a product and/or service. The same advantages apply when marketing ourselves. Why target market?

- Our audience is easier to identify and communicate with
- The language and angle of the information shared specifically and more quickly appeals to the needs of the prospective employer
- Contacts for networking in a specific segment are easier to identify

But during a job search, how can you target market while maintaining flexibility about what you might consider?

Try the multi-track approach—consider exploring and target marketing yourself simultaneously within two or three different tracks of interest. For example, say you're a seasoned mortgage broker recently laid off from a mortgage brokerage firm. After carefully reflecting on your skills and exploring your possible interests, you decide that in addition to seeking out a similar role in a similar environment, you may consider a position as a loan officer in a bank, or a field sales representative in a corporate environment. Target marketing, or triple tracking in this case, may include these strategies:

- Preparing three different resumes focused on the value you would bring to each role and environment
- Identifying three separate lists of possible employers and contact information

- Identifying and contacting three different lists of contacts who may help you network within the track area

Kathleen Pringle, President of Predictive Insights, Inc., a strategic career management and coaching firm serving senior professionals and executives, shares “ In this economy adaptability is essential. A great number of the jobs may never return or at the very least will be forever transformed requiring new talents and competencies. Thus, each targeted search campaign requires candidates to understand and promote their real value.”

Keeping your options open will increase your opportunities. Keeping your search tracked and simultaneously focused will increase your odds for successfully marketing yourself.