



Promote Brand

STEP 6: Campaign Management





An often overlooked, yet vital part of job search success is organizing and monitoring your activity and progress. Managing your job search campaign will save you time and effort, can help you stay on target with your goals by showing you exactly where you are in your process and what has been working for you, and can keep critical information easily accessible... information that can lead to your next great opportunity.

Remember, that you are engaged in a very focused, sales and marketing campaign, designed to sell your skills and experience to a prospective employer. You are now essentially self-employed on behalf of yourself, (You, Inc.), as your own sales force. So, it's up to you to make sure the job gets done, and done well. Set your schedule and stick to it.

Setting Up You, Inc.

Create an area in your home dedicated to your job search efforts. This home office will help you feel like looking for a job when you're in that area. If you keep all your job search equipment, supplies and information there, you will stay organized and on top of your weekly and daily disciplined plan and schedule. Make sure you are adequately equipped and set-up to run a highly efficient and effective campaign; certainly include telephone, computer and Internet resources and other tracking and organizational tools.

Good self-management and organization skills are valuable resources when you are involved in a job search campaign. Treat this campaign as you would any other critical business project. Conducting a highly efficient and effective career transition campaign, in most cases, requires a means of tracking activity to compare with your milestone goals and to better assure effective follow-up on contacts you have made.

You will need to develop a new routine to be successful in your job search. You may have to create a new set of priorities and schedules. Be aware that there may be many things that will distract you and potentially cause you to get off your game plan. Just remember that your number one priority is finding that new top-notch career opportunity. Don't let anything get in your way.

While you are engaged a job search campaign, you may generate hundreds of new contacts and identify new job leads to pursue and track on daily basis. Don't simply rely on your memory. In the early stages of your search you need to set up an organization and tracking system that works best for you. Meridian highly recommends the use of JibberJobber (see the Resources Section in the **Promote Brand** stage). JibberJobber is a free personal relationship manager that allows you to do everything you need to do to manage a job search and optimize your network relationships that is accessible for the duration of your career. Membership upgrades are available for very nominal fees, but most job seekers find that the free level more than meets their needs.