

Dear Stepping Stone: Powerful Marketing Messages

by John West Hadley

This issue's question and my response are taken from a posting to a career networking board. Submit YOUR challenges for us to address in upcoming issues of The Stepping Stone to SteppingStone@JHACareers.com. (We will not include your name in the question or response without your permission.)

Hello-

My name is Tim and I have been involved in business development and recruiting for many years. I am currently seeking a new opportunity and I am happy to speak with anyone who is open to networking or may know of potential opportunities. Please see my attached resume. Thank you in advance.

Dear Tim:

One of the most important ways you can move your search ahead quickly is to work on a powerful marketing message to show people why they should be interested in talking to you further about opportunities. This generates better conversations, and equips those who hear your message to be better positioned to help you. Include versions in conversations, in your resume and cover letters, and in postings like this to networking groups.

For example, instead of saying "I have been involved in business development and recruiting for many years," talk about what you are able to

accomplish for your target employer because of that "involvement". (And "involved in" is a very weak phrase that doesn't give much weight to your experience.) Give examples of the results you have produced for your past employers.

Hiring managers aren't impressed because you have experience—that only tells them that you've done something, not that you've done it well. You need to *prove you will deliver*, which comes from demonstrating the types of results you have produced for others, or will produce for them.

Good luck with your search! □



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