

OK! Now you have your Two Minute & 30 second speeches, be sure to practice them! You have a solid resume and you have an email account dedicated to your job search.

In this last section of Phase Two; we will discuss “The Launchpad”, Business cards, LinkedIn, Online Job Search and talk a little about scheduling.

The Launchpad

Bill Johnson has written an excellent FAQ on the Launchpad so I’ll start with that.

- Question 1: What is the big deal about the launch Pad?
 - *The big deal is that everyone in the room bonds with your search. Not only that, but you will receive names, companies, ideas and resume suggestions that will give you something to do immediately about your search. Recently Russ & I were trying to think of people who would be a fit for a job that came across his cell phone during the Launch Pad. I sent Russ a complete list of everyone who had done the Launch Pad because we can just read the names and images jump into our minds. Unfortunately, just introducing yourself does not leave a lasting impression.*
- Question 2: How can I get out there in front of strangers? It is too scary.
 - *You are not going to find a better room of friends. Your social friends are going to give a little advice or encouragement and then go back to their jobs and lives and forget. The people in that room are all in the same place or have been in the same place you are in right now. Even among the leadership group, there are very few people who haven’t experienced job loss. I, myself have been laid off politely, laid off rudely, been fired politely, fired rudely, have worked my way out of a job twice and quit and moved on twice, have taken the wrong job twice, and once I even testified in court on behalf of the company and right afterwards was basically told “thanks for all you have done for us....we don’t need you anymore.”*
- Question 3: Why can’t I just wait until my resume is ready?
 - *Because your resume will never be “ready”. The resume is not the most important part of the Launch Pad anyway. We would like nothing better than to help you make it more relevant, but your previous jobs, education, and experiences in your job history are going to be more important than the white space or type fonts in your resume. Besides, if you get on the Launch Pad and then realize that you really want to pursue your passion, you can always get back on the Launch Pad and look for new ideas on how you can do that.*
- Question 4: What is the acceptable format for the Launch Pad?
 - *Are you kidding? The 20 minutes are all yours. We only ask that you not use it to sell Amway or use false pretenses to promote some product. One guy passed out 3×5 cards and explained that he would appreciate feedback in a written form because he was ADD and was going to talk for 20 minutes....and he did. Another older gentleman took off his sport coat and started his Launch Pad by dropping down and doing 60 pushups.....just to let us know he wasn’t as old as he looked. Another young man read a prepared text on why he got fired and what he had learned from it, and yet another person talked the whole 20 minutes as he reasoned his way into going after his true passion of life. We recommend that you spend five to 10 minutes filling in the details of who you are and what you are looking for and then allow 10 – 15 minutes for feedback.....but it’s whatever floats your boat.*

- Question 5: OK. What do I have to do to qualify to get on the schedule?
 - *Everyone has the opportunity...for whatever reason, some have not tried. That is their loss. All you need to do is go to the website OJTTulsa.org and submit your request under the “launchpad” section; you will receive a reply informing you which day you are scheduled for. It is that simple. We ask that you respond through the site in order to keep track of who has volunteered and ensure we don’t miss anyone.*
- My final notes on the Launchpad
 - If you have a resume and haven’t completed the previous section on building your resume; feel free to volunteer for the Launchpad anyway. You can never volunteer “too soon” or often enough.
 - I’m not only the author of this document; I’m also a jobseeker. *I’ve volunteered for the Launchpad 7 times.* Get out there, get some feedback, make changes and get back out there again! The people at FUMC are there to help you and the feedback is always positive.

Business Cards

- You are on the hunt for a new job. You need business cards. It’s that simple.
 - You will learn in Phase Three about networking and how your next job offer is way more likely to come from *who you know* than from a website like CareerBuilder.com (nothing against the websites, we will talk about those more later).
 - You meet people every day that may be your next connection to a job. Imagine you are waiting in line at Starbucks or the grocery store. You strike up a conversation with the person in front of you and it turns out that this person is connected to a *company looking for someone with your skills and they haven’t even posted the job opening yet!* You probably won’t have a copy of your resume with you (and it’s a little awkward to hand someone a resume in this situation) but you **will** have a copy of your business card in your pocket! ***See the value in business cards?***
 - As you search for a new job you will go to networking meetings and job fairs. What better way to help someone remember you than a business card?
- Perform a Google search for “free business cards” and you will find quite a few options. Business cards range in price all the way from free to quite expensive. You want something simple so free is fine.
- The card should have your name, your phone number (I suggest either your cell phone or a Google Voice number. If you are not familiar with Google Voice; of course a Google search will provide lots of information!) and a title.
 - The title should be something that explains ‘what you do’
 - Feel free to add a quote or phrase that helps explain what you do.
 - This is also a great place for an accomplishment statement!
- Business cards are personal. Make sure it has contact information and describes what you do; everything else is up to you.
 - I like to leave the back of my cards blank. It’s a great place for notes & cards with handwriting on them are less likely to be thrown away.
- Just remember to go with what works best for you.

LinkedIn (www.linkedin.com)

LinkedIn (or “LI”) is a professional networking site. You can build a profile, explain your professional history and connect with people that can help you professionally.

- I don’t have sufficient space to go into detail on LI here. Suffice to say it is one of the most important online tools you will use not only in your job search but will also continue to use after you find your next job.
- The group at OJT can help you with LinkedIn, check our site (OJTTulsa.org) for someone to help you. You can also attend the Tue night sessions; we have a class dedicated to LinkedIn.
- If you don’t already have a LI profile, go to www.linkedin.com and build one. It’s not complex and won’t take very long.
- Make sure you join, and are active in, Groups. Also look for the “Answers” section and try to be active there as well.

Online Job Search

Files

“2009 - website list.xls”

Times have changed. Looking for a new job is no longer about putting on a suit, grabbing the Sunday Classifieds and hitting the town with 40-50 copies of your resume. Technology, the recession and many other factors have affected the process to look for a job.

- I suggest you keep a file on your PC with a list of the websites you have applied through. List the name (IE “IBM” or “CareerBuilder”), the URL, your username and your password. You may also want a column for general notes or notes on your resume. See file “2009 - website list.xls” for an example; there are over 40 different sites in the example file.
- Online job searching is not only about applying for jobs through company & jobsearch websites. You may also want to do something about your online presence. In today’s world, it’s likely that a potential company will perform a Google search on your name. At the very least they will look for your LI profile.
 - Perform a Google search on yourself to see what comes up. Go to www.google.com and in the search box type your name. If you use Google a lot you may already be logged into your Google profile so, be sure to log out first! What do you see in the results? Concern yourself with the first & second page of results. Most people won’t look farther than page two.
 - *Make sure your LI profile is at %100. Join and stay active in groups. Active LinkedIn users show higher in (Google) search rankings.*
 - You may already have an online presence. Have a Facebook or Twitter account? A Google search for your name may pull up these sites. Be very careful with your personal activity online as you may not want those results to be seen by a recruiter. I suggest you remove your full name from personal sites such as Facebook unless you are using that site for your jobsearch. (Again performing a regular Google search on your name will keep you informed of what recruiters see!)

- It's a matter of personal preference but there are many websites out there that you can use to promote yourself professionally. Consider Facebook, Blogger, Wordpress, Pintrest, Stumblr, Mashable, Twitter and many others.
- Online activity can be dangerously counter-productive to your jobsearch. We will discuss this more in later sections but for now, remember to keep your online activity to 'after business hours'. During business hours (8 AM to 5PM, Mon thru Fri) you should be networking!
- OJT Tulsa has a LinkedIn group, make sure to join. The group is private and unless you're a member you can't see the conversations so it's a safe place.
- Please(!) go to OJTTulsa.org and sign up for the mailing list; it's our best way to contact you if we hear about jobs you might be interested in.

Final notes on online activity...

Aside from applying for a job your purpose for online activity is to establish yourself as an expert in your profession. Active involvement in LinkedIn Groups, a blog, or active profiles in other websites give you an opportunity to use your skills & experience and show others what you know. This is not required for your job search but can be very helpful.

Congratulations! You have made a LOT of progress!

Phase One & Phase Two are very important parts of your job search as they prepare you for the final section, Phase Three. In Phase Three we will discuss networking and interviews. If you haven't already; I'll encourage you to get out there and start meeting new people!

We have covered a lot of information so far. You may want to read through Phase One & Two again to make sure you haven't forgotten anything. Feel free to spend some time signing up on jobsearch websites before moving on to Phase Three.