



Forward Motion
Career Success: Plan, Process, Results

How to Create a Consistent Message for Your Job Search

Here are some questions you might ask yourself to bring clarity to the messages you want to send. Try not to bypass this step. Take time to carefully think this through, get feedback. Some suggestions are offered to help you through the process.

1. What kind of a role do you want?
 - a. Executive? (Strategic)
 - b. Supervisor? (Management)
 - c. Individual contributor?
 - d. Collaborative team member?
 - e. Administrative?
 - f. Other: _____

2. Who would you work with?
 - a. Outward facing: Client relationship manager? Sales? Business development? Call Center?
 - b. Internal operations: Infrastructure? Project Management? Research and Development? Human Resources?
 - c. Support roles: Coordinator? Administrative Assistant? Research Assistant?
 - d. Other: _____

3. What kind of activities would you perform?
 - a. Content Writer?
 - b. Relationship Manager?
 - c. Website development or management
 - d. Retail Operations?
 - e. Medical Office Manager?
 - f. Electrical Engineer?
 - g. Business Analyst?
 - h. Training, Coaching?
 - i. Other: _____

4. What industries could you work in?
 - a. Finance?
 - b. Education?
 - c. Insurance?
 - d. Technology?
 - e. Software as a Service (SaaS)
 - f. Other: _____



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5. In what kind of a setting?
 - a. Large corporation?
 - b. Non-profit?
 - c. Small business?
 - d. Manufacturing?
 - e. Social enterprise?
 - f. Other: _____

6. Do you have specific ideas about your ideal work environment?
 - a. Work-at-home (WAH) or virtual?
 - b. Small team?
 - c. Large division or business unit?
 - d. Lots of direction?
 - e. Minimal direction?
 - f. Other: _____

7. What is most important to the companies that you hope will hire you?
 - a. Identify their pain.
 - b. Make a list.
...Don't be tempted to think you can skip this step.

8. What are the natural attributes that you bring to the positions that you are applying to? Are you:
 - a. Practical?
 - b. Quick on your feet?
 - c. Analytical?
 - d. Creative?
 - e. Calm under pressure?
 - f. Sense of humor?
 - g. Emotionally intelligent?
 - h. Other: _____