

STEP 3 - DEVELOPING AN ACTION PLAN

The next important aspect of your job search is to have an "Action Plan." How are you going to distribute your resume? To whom? How will you ensure its effectiveness? Do you look in the newspaper for a job? What about the Internet? What is a direct mail campaign? You have to formulate an intelligent and comprehensive job search campaign that uses all aspects of the job search process to increase your chances of success.

Plan your marketing strategy. Determine how many hours a week you will work, how you'll divide your time, and how you'll measure your progress. Conducting a job search is a business in itself, and a marketing strategy is your business plan. Use it as a road map to get from unemployed to employed. Know where you want to go and how to get there. Document everything!