

**FINDING A JOB SUCKS!**  
**A hands-on guide to help it suck less!**

A book proposal

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## Introduction

Finding a job does suck. According to Inc. Magazine a total of 1.4 Million people were laid off in 2001 alone. Call it a RIF, lay off, whatever, these people had to hit the streets and find a new job. The world of finding a job has changed recently but the rules haven't. Steve Bunch is just the guide to help people learn these Job Winning Strategies! FAJS is for the job seeker who wants a simple roadmap to follow, filled with amusing anecdotes and personal job search mistakes. Yes, from Steve and other's mistakes many important lessons will be learned. A *Job Winning Strategy!* for their own career.

The Gold Rush of great jobs with explosive stock options of the late nineties has given way to realistic hiring. People now have to be qualified for the job they want and their job expectations are becoming much more realistic. Employers large and small have retaken control of the hiring process. The Gold Rush left us with many good things; casual business attire has a strong foothold, a life outside of the office is again important, and technology has moved out of the backroom and onto nearly everyone's desktop.

FAJS will address two critical issues; properly preparing yourself "for sale", and follow through. In the process giving readers a tangible set of tools to help them get their next job. They can use printed forms or simple online database solutions to help them. More complex database models and tie-ins with sponsors are planned for the future.

Steve has been a jet rated pilot since the early 1980s, and aviation taught him the importance of maps and checklists. If you don't know where you're going in a jet you'll certainly get there in a hurry! In FAJS he will provide his copyrighted checklists for readers to use

### **About the author**

Steve Bunch is a Principal of the firm, Oceanfront Jobs, Ltd. Oceanfront Jobs consults with small to medium sized companies on their staffing needs. “We become their Chief Recruiting Officer and help them with most issues regarding hiring quality employees,” Steve says. “Times have gotten tight and firms aren’t able to hire a recruiter for all of their hiring needs, but they still need the knowledge of a recruiter. That’s where Oceanfront Jobs fills an empty seat.” In pursuit of this work Steve has been named to the Board of Directors or Board of Advisors of several companies.

Steve has been involved in technology since 1984 when he joined up with his brother to build Computer Connection, a Value Added Reseller in Chattanooga, Tennessee. During his years there he sold and installed hardware and software solutions ranging from Microsoft to 3Com, AutoCAD to Computer Associates. Computer Connection jumped to multi-million dollar sale status in 1985 and has continued climbing since then. The firm has passed its 20<sup>th</sup> year and is thriving today.

Steve has successfully worked as an Executive Recruiter since 1996. He surfed in on the crest of an incredible hiring wave, and was able to help numerous companies fill top-level openings. Steve has been instrumental in placing candidates for CIO, CTO and CFO positions as well as helping to fill out the ranks of different companies. Clients such as Warner Bros., Disney, Buzzhits, See’s Candies and many others have used his services to fill their openings. He also helped create his own share of millionaires. This book will help candidates create a Job Winning Strategy tailored to themselves, so they can move forward and find the best job for them. This isn’t a temporary process nor a quick fix. Although it can be accomplished quickly, this process could be as long as a five year quest for some people.

Steve Bunch is unique. He has held well over 100 jobs from Company CEO to temp. He has been on countless interviews, been hired away from companies, and fired from companies. He presents himself not as a learned expert, rather as someone with information to share. Andy Taylor without the accent. He will draw on many personal examples, as well as a wealth of examples from candidates he has worked with in helping them find new roles in companies.

Steve is also developing a training course to accompany this first book. Today’s hiring climate requires a whole new set of rules than were necessary only a year or two ago. The Internet has opened a floodgate of possibilities for candidates and clients, but many people don’t know how to work in the current system. The training will start where the books ends, and offer participants a weekly training/coaching forum to help them find the best career possible.

Steve's first published work was a short story called The Thieves View, first published in the 5<sup>th</sup> grade. It was an interesting piece about the two men that shared a cross on the hill with Jesus Christ. Since then he has written mountains of work. Recently he has focused on business books, commercial ad copy for a production company, sitcom specs and screenplays. For the full list please go to <http://www.stevebunch.com/writing.htm>

Steve is a professional actor, writer and stand-up comic. He first gained membership in the Screen Actor's Guild in the early 90's. Since then he has worked on TV shows like General Hospital, America's Funniest Home Videos and Quantum Leap. He has also performed in numerous independent films, including Bruno's Shadow, The Home Shoplifting Network, Rewind, Upon a Star and others.

Outside of working Steve enjoys Beach Volleyball, sailing, hiking and snowboarding. A jet rated pilot for over 20 years, he ventures into the skies as often as he can. Steve attended the University of Tennessee at Chattanooga where he studied Finance and Creative Writing. Steve resides in Hermosa Beach, CA.

## List of Chapters

### Chapter One – Do I really want a new job?

1. Straight talk on finding a new job.
2. Read *Think and Grow Rich* by Napoleon Hill
3. Checklist to rate the old job vs. a new job
4. Worksheet to develop “the ideal job.”
5. DON’T POST YOUR RESUME ANYWHERE!

This chapter will include 6 illustrations and 3 photos

### Chapter Two – Go!

1. Why does finding a new job suck?
2. Defining the job you want
3. Right Job/Right Time
4. Be careful who you take advice from
5. The Six mistakes people make
6. Build your Job Winners Strategy!
7. Make sure you want a new job.

This chapter will include 5 worksheets, 7 illustrations and 1 photo

### Chapter Three -- Job Winning Strategies!

1. Defined
2. Worksheets for further develop the JWS
3. Shotgun or pinpoint, which to apply right now
4. Know your target

This chapter will include 11 worksheets, 12 illustrations and 5 charts

### Chapter Four – Joe Job Seeker

1. The 4 (out of 12) mistakes you’re bound to make
2. Shotgun or pinpoint approach, rethinking it
3. Confidence not cockiness
4. Time and consistent energy
5. Be nice to everyone this week.

This chapter will include 9 illustrations and 7 charts

Chapter Five – The soft middle part

1. Holding out for the right job
  - a. Is there really a right job?
2. Review your Job Winning Strategy! daily
3. Staying with the search
4. Looking in strange places for job that don't suck

This chapter will include 9 illustrations and 3 charts

Chapter Six – It's the right job, isn't it?

1. How to determine if this is the right job.
2. Looking for work
3. Interviewing for work
4. Accept it or wait?
5. Use your Mastermind Group

This chapter will include 4 worksheets, 4 illustrations and 4 charts

Chapter Seven – Deal memos

1. Why you want it in writing
2. How to push
3. Be wary the company that won't put things in writing
4. Side by side comparison with your Job Winners Strategy!

This chapter will include 2 worksheets, 3 illustrations and 3 charts

Chapter Eight – Accepting the offer!

1. Outlining start details
2. Why starting on a Friday doesn't suck
3. Giving notice to your old firm
  - a. Will they can you on the spot?
  - b. Will they expect you to work longer than two weeks?
4. How to handle counter offers
  - a. Old employer
  - b. New employer
  - c. Other employers

This chapter will include 3 worksheets and 8 illustrations

Chapter Nine – Build a Bench

1. Rule One – Keep in touch. Keep people informed of your progress, but be gentle about it
2. Rule Two – Be exceptionally professional
3. Rule Three – No Gifts
4. Don't burn your bridges, build them
5. Get good recruiters on your team
6. Working your bench

This chapter will include 2 worksheets, 3 illustrations and 3 charts

Chapter Ten – How to start a new job

1. Take a vacation first
2. Schedule a second vacation a few months down the road. Build them into the offer letter.

This chapter will include 3 worksheets 11 illustrations and 4 charts

**Back matter**

The back will include a 21 page resource section and a two-page bibliography.

## **Sample Chapter Two – Go!**

In this chapter we're going to show you how to take prepare yourself for getting that new job. This preparatory work is key to getting the best job. If you wanted to just bounce from job to job you wouldn't have bought this book, right?

- We'll point out the 6 biggest job search mistakes
- We'll start to form your *Job Winners Strategy!*
- We'll assemble your own list of 50 companies for you to target working for
- We'll do some exercises to assemble all of the things you want in “the right job”
- We'll look at what you love(d) about your current job.
- And we'll look at what you hate(d) about it
- All of the work we do in this chapter will help you get a new job or simply to appreciate the one you have right now.

### **A typical job search?**

Say you decide to get a new job as a web producer so you start to tell people. Your hair stylist's Mom is a PR Exec for Paramount Pictures, and your pool guy sells Amway to this Literary Agent in Westwood. He knows a personal trainer in West Covina who owns 11% of a web design firm in Marina Del Rey and they need someone to work with Toyota on a sixty day project. You're in. Just because you told your hair stylist. Getting most jobs is not this easy. It takes work and a lot of it.

### **Why does finding a new job suck?**

It's the Internet's fault and it's nobody's fault. When I first started as a recruiter in 1996 every company and agency was still placing ads in the newspaper. Email was coming into being, but faxing was the way things were done. Now, in 2002, most everyone posts their upper level jobs on the Internet in some way. Ads in newspapers have shrunk dramatically. This has really opened up the lines of communications for clients and candidates and in some ways improved the process and in some ways hurt it tremendously. I used to like to get a resume that was printed on good paper and felt good in my hands. Now the majority of the ones I look at are on my computer screen and I never touch them.

Candidates have a lot more access to more jobs.

Companies have access to more candidates.

This is good and bad.

For candidates you're now competing on a global scale. Whenever we post a job we can count on responses from all over the world. Literally. I recently had a response from a gentleman in Croatia. He expected my client to fly him over for the interview, then once again if he got the job. And sponsor him for a work visa. This isn't going to happen.

For clients they have to be better at screening resumes. And sometimes the amount of resumes even a small employer can receive over the internet is staggering. In our firm there were weeks when we received over a thousand resumes a week. Some old, some new. And we had to know how to screen them and get them to the right recruiter.

Recruiters have had to learn to view hundreds and even thousands of resumes on a weekly basis. Scanning them in searches, viewing the 10 to 250 that come in each day. You learn from training and by doing. It's a highly subjective process that you have to float to the top of.

Just think what a typical client company is going through. Recruiters are trained to look at resumes and evaluate your skills, and hopefully we do a good job. Then the resume is put into a database where we can search for all kinds of skills. If you submit yourself to a recruiter you stand the chance of getting exposed to multiple clients, multiple jobs, and having an ally in a long term job search. If you submit directly to a company you're only exposed to their jobs. Which is fine. And sometimes people get hired this way, but it's a longer shot.

Do you really want a new job or are you just pissed off at your boss right now?

Make sure. Think it out. Even if you get this far and decide not to look for a new job that's okay. I believe in reviewing your career ambitions yearly. Early proper planning will help you find the best job possible at the time.

### **Defining the job you want**

1. Okay job vs. Dream Job. Sometimes we have to take interim jobs on the way to the one we want. That's okay, it's called building a career.
2. If money were no object what would you do with your time all day?

**Write out your ideal job in one big paragraph or a set of bullet points.**

1. My ideal job has me working as an outside sales rep for a firm less than 30 minutes away from my home.
2. I sell technology solutions to small and mid-sized businesses.
3. I work 80% of my time on the road.
4. I perform most of my support duties from my home.
5. I go into the office one day a week for sales meetings, to drop off paperwork and hang out.

This is a good start. We're going to take these 5 simple ideas and develop a better plan.

**Finding a great job is numbers, numbers, numbers**

Telephone numbers especially. You've got to talk to people. Submitting a resume to a job site just doesn't cut it any more. If you've submitted yourself to a posting and never followed up you can expect to get no response. That's just the way it is. If you submit to Warner Bros., Disney, Google, Toyota, Boeing or any number of other excellent companies they have trained staffs that are very good at reading resumes and finding the right fit for their company. A smaller company usually doesn't have the trained staff and just can't do the same job. Many times the boss's assistant, who has no formal HR or recruiting training, is stuck with the job of going through all of the posting responses. Do you understand why the odds of your getting even an interview are vastly diminished?

**IMPORTANT!**

### **Right job/Right time**

You need to know what that right job is right from the start. One of the reasons we're going to have you do an in depth inventory of your skills and create your own personal Job Winners Strategy!, and take an even more in depth look at the job you really want is so that you'll be able to recognize the best job for you when you see it. Sometimes people find that job on the very first interview. Sometimes it takes interviewing for 10 jobs, sometimes it takes years of interviews. This is important for companies to realize and for candidates to realize. There is no great time for a new job, just different good times.

### **The life of a submitted resume**

So you've submitted yourself to a company where you want to work. At each step along the way someone is usually looking for the reasons why you aren't right for them. As opposed to looking for why you'd be a great candidate. That sucks, but it's true. Why? Because with the internet access that most of the world has, people submit their resumes to just any old job. Anything. I've had people submit a resume for a network engineer and CTO position, all within minutes of each other, to the same company, etc.

### **Here's the process your resume has to surf through:**

1. You submit your resume through a posting on one of the job boards.
2. You receive an auto response that tells you they're really glad to get your resume and will give it personal attention. Uh-huh, right.

3. The personal attention your resume gets happens soon, usually. Every part of this process has an opportunity for you to be thrown to the waste pile. So proper preparation and planning are very important.
  - a. If the company has a recruiting staff, one of them will review it and log you into their computer system. They're keeping track of you to see if you've submitted yourself before or whether a recruiter has submitted you.
  - b. They'll review the resume. We're going to assume you submitted yourself to a company with someone trained to spot your qualities and evaluate your skills.
4. We're assuming they like what they see. They call you and do an initial phone screen.
  - a. Everyone does initial phone screens... recruiters, companies, everyone.
    - i. If you submitted your resume to a company you're probably evaluated for 1 to 10 jobs.
    - ii. A good recruiting agency might have 100 to 1200 jobs or more. You have a better chance they're working on hundreds of jobs and can try to fit you into several openings.
  - b. Then they'll schedule you to come into their office. For years recruiters interviewed each candidate personally, spending 20 to 90 minutes with each person to get to know his qualifications, career ambitions, and try to determine the best fit. Once the dot com gold rush happened in office interviews went straight out the window. We will see a lot more recruiters inviting you in to their offices. In the next few years.

- c. Treat any interview like an interview. If it's with a recruiter for an agency, treat it like an interview with the client. That means:
  1. You have to convey your strengths to the person you're meeting with. Remember, the meeting is where this interviewer is going to know you the best he's ever known you. If you give them a great interview you can end up with a strong ally on your side for a long time.
  2. You have to make sure they understand the job you want.
  3. It helps if they like you.
- d. You then learn their interview process. I've had managers hire Database Administrators off of a phone interview. They were a dot com and very needy for good employees. Most interview processes are at least three interviews;
  - i. Phone screen
  - ii. Personal interview for general knowledge and work history.
  - iii. A 2<sup>nd</sup> interview to dig deeper into finding out if you're the right fit.
- e. With any luck, you then move to the offer stage.

This process is good. There are lots of variables to it, and I've heard of many good ones. One suggestion I have is for you to enjoy it if it turns into a long process. Why? Because it helps you get information about the company in the biggest of ways.

### **Be careful about who you take advice from**

There's tons of advice out there. Stop and listen to what people tell you. Be careful what you believe. You have to look at what that person's personal biases are. If someone gives you an opinion and you don't agree with it, doesn't make it right or wrong. You have to decide what is best for you and what to do with the information. Please decide wisely.

### **Pay for good advice**

You might need to pay a CPA, lawyer or other professional for advice. Your Mastermind Group or sphere of influence might already include some people that can help you. The key is to finding someone who is qualified. Why? Because everyone has an opinion.

### **Weigh the experience and qualifications of the person giving you the advice**

When Michael Eisner and the crew at Disney opened the Disney/MGM Studios in Orlando, Florida, I was one of the original stunt men on the Indiana Jones show. What a cool thing to do, helping open a park for the Disney Companies. Another one of the stunt men was Lee. Lee was someone you could count on, always to always have a negative opinion. Lee could find the negative side of anything. Just won a millions dollars? Lee would be able to tell you what your new tax bracket was. Did he have any training in tax law? No? CPA? No. Former extra on Hill Street Blues? Yes. Why the hell would you ever listen to him? But people did. What a shame.

My Mom offers me dating advice. Mom is 77 years old and was married to my dad for over 40 years when he died. They met, went to church a few times, walked along the

ocean a time or two. When they got to the hand holding stage they got married. She's never really dated, yet wants to offer me her dating advice. Thank you, no.

Or my favorite. One day I was in the local supermarket, Ralph's. The lady checking groceries was offering career advice to a man behind me in line. Her badge said she had been a grocery checker for 16 years. Kindly and with a smile, I asked her what kind of work she had done before becoming a checker. She beamed as she told everyone close by that she had raised two of the best kids in the world. And I'm sure they're good kids. But did the guy in line really want her career advice? I hope not. She meant well, but I hope he was getting better advice elsewhere.

The point of all of this is simply to get you real clear on what we're trying to help you do here; find a great new job and hopefully a great new career. Use the best advice available to you.

### **The Six mistakes people make**

I know you're perfect and so do you. But here are some mistakes other people have made in looking for a job.

1. Being too loud. Don't tell everyone. And don't hassle people. For over a year two candidates emailed me their resume almost weekly. Each had a note indicating the type of work he was looking for, etc. By sending me a resume almost weekly they inadvertently told me they weren't very employable.

- a. It's okay to look for a job for a year or more. It's not okay to be unemployed for a year or more.
  - b. One of the biggest mistakes people make is deciding to find a new job and telling everyone they meet. Then it gets back to the boss and they wind up needing to find a new job sooner than they'd wanted to.
2. Being too soft. Tell people that matter. And if you're being confidential about it, tell people you can count on to maintain your confidence.
  3. They don't recognize a great job when they see it and hold out for something else. With jobs having 90% of what you want is better than 90% of the working people have it. Be thankful. Take that job.
  4. Leaving their intelligence in the car during an interview. Seriously. You wouldn't believe the things people have said or done during interviews. Smart people. Heavily degreed people. People who run companies making the slightest mistake, a mistake that cost them a great job.
  5. Not being yourself in an interview. People can sense it. Be yourself and see if you work with the flow that's already in that office. If you try to affect a personality that isn't you it will show.
    - a. See the appendix for Image and Personality consultants. I recently took one of these courses and it blew me away. I thought I knew how people perceived me, and to a degree I did. But there are things a course like this can teach you that you just can't learn somewhere else.

6. Moving too fast. Find out the information about a company before you start to work there. Is there an employment contract? View it and have your attorney take a pass at it. What else do you need to know? Bennies? Vacation time. What?
7. **Bonus!** Most people fail to explore new opportunities within their own company. They take another job, only to find out a better one existed in their old company. They might have been able to retain their seniority, vacation time, benefits and other perks if they had only explored this option.

### **How much time is a new career or job worth to you?**

Most of us spend more time each year planning out our vacation than we do planning our career and life. Sad. Commit to your new career right now. Decide right now, when would you like to have your new job? \_\_\_\_\_ The actual date should probably be somewhere from 35 to 90 days or further out. A six month job search is not unheard of and could be the best thing you ever did. Think about it, this is the way you support your lifestyle, family, wardrobe, and pay for your retirement. This is some important stuff here. Why do most people just barely work at finding a new job? Because no one is very good at it. We were never taught this stuff in school. And once you're on an interview it's too late.

### **Let people know**

You have to tell people you're looking for a new job. Don't be a whiner, but tell everyone you know that you're looking for work, and why you're the best person to hire.

**The Chief cause of failure is giving up what you really want for  
what you want right now.**

I read that quote in the book “Acting is Everything” by Judy Kerr and it blew me away.

What truth .

**What do you want?**

**What are you willing to do to get it?**

Such an all encompassing question and so very important. People have asked this all through the years and yet the answer seems elusive to most. In chapter three, when we really dial in your Job Winning Strategies we will do extensive work to help you find the answers to these two questions. I mention it here because I want you to be thinking about it NOW.

If you want to run marathons you need to be in top physical health. But you're a smoker, and that is holding you back. Decide what's important to you.

Are you willing to go back to college and get a new degree or an advanced degree so you can get ahead? My neighbor is a top sales rep for a nationwide firm. He's 38 years old and has only really had two jobs in his life; one for 8 years the current one for 4 years. He's about to move up to a management job. He's also choosing a school to go get his MBA. He wanted my advice. Should he take a new job, take this one, get the MBA, what? I think for his career aspirations the MBA makes sense. He knows it will mean a big sacrifice. But he's willing to do it and knows the career plan he wants. So it makes

sense. Your choices are different and we need to approach them that way. An MBA could be great for you, but will you use it?

My buddy Bernie and his wife have traveled a fun road. In the early 1990s they both worked for aerospace firms making tons of dollars. They lived in Huntington Beach, California and did everything they wanted to do. She was a programmer and he was a planner building airplanes for McDonnell Douglas. Then within 6 months both of them were laid off and they had to scramble. She decided she wanted to get her massage license, so she did. Then after getting licensed she decided she didn't want to be a masseuse. Meanwhile he had taken a telemarketing job. Then she decided she wanted a law degree, so off she went to law school. They sacrificed for three long years while she got the degree, then she passed the California bar. Then she decided she didn't want to practice law. So now he's once again a planner, though he has to travel all over the US for jobs, and she's back to programming for aerospace companies. Why do I tell you this? To hopefully save you some time effort and money up front. Take the time to do this work which I feel will help you find a better job. She isn't hurt by having a law degree, but what a waste of time and talent to have it and not to use it.

### **Starting to build your *Job Winners Strategy!***

Here's where we start to dig in. You can be as detailed or random as you want. I recommend getting detailed. Try to do this when you have an hour or more to devote to the process. The more work you do here the more headaches you avoid down the road.

Worksheet 2-1 is going to help you define what's most important to you in your career.

There are two copies of worksheet 2-1, and you may make as many as you need for your own personal use.

Number 1 – List all the things you want in your new career. Get anal. List everything. If you want Raspberry flavored tea, list it. If you want flex time, list it. Your list can be hundreds of things long. Usually a list of 30 items covers a lot of ground for most people. Take as long as you want on this one. It's important

Number 2 – Beside each entry is a place for your rating. Of everything you just listed, find the most important one and mark it number one, then two, etc.

Worksheet 2-2 also has two copies.

Number 3 -- Go to town and list everything you hate about your old job(s) and everything you won't put up with in a new job. If it's important, list it.

Number 4 -- Beside each entry is a place for your rating; Of everything you just listed, find the most important one and mark it number one, then two, etc. It might help to know that some things are bad enough that they don't need to be rated. They just aren't accepted. This one is tough for most people. I'm not asking you to choose between Being mugged or sexually harassed. I am asking you to rate things like; parking, commute time, mass

transit, flex time, etc. These are things you can live with to a degree. We want to define that degree.

Worksheet 2-3 is where you'll list the top 10 items you love and hate.

Number 5 – List, in order, your top 10 hate items

Number 6 – List, in order, your top ten positive items.

Worksheet 2-4

Number 7 – Take the top ten positive things from Number 6 and form it into a paragraph. Don't worry if you have to use the phrase Blue Elephant to make it work, just make it work.

Worksheet 2-5

Number 8 – refine your statement again. Change it. Try words in different places. Once you have it together, try to memorize it. You want to know this statement by heart.

Why? Because you want to be able to evaluate the details of each job and decide if it's what you want. The only people who get the exact job they want have very low

expectations. If you want to be a fry cook in a fast food dump then yes, you can get what you want. But what about real life desires for your job?

Let's take Sean for an example. Sean had about 11 years sales experience and wanted to move to a larger firm. So Sean and I sat down and drew up a detailed plan of what he wanted in a job.

What Sean wanted in a job in order of importance:

1. Close to his house; within 10 miles and no more than a 30 minute drive from the house.
2. He wanted to work for a selling boss, someone he could look up to. Someone who could do more than rhapsodize about going on a sales call.
3. A company that believed in good technology and stayed at the front edge.
4. Sean wants freedom to pursue the specific areas of selling he wanted while not being too limited in scope.
5. He wanted a fun environment. He's a very outgoing guy and wanted to work with people that enjoyed what they do.
6. He wanted a competitive place. He didn't want to have to be the only homerun hitter in the place. Preferably he wanted to work with a squad of homerun hitters.
7. He wanted a place with the financing to back most any kind of sales contract he could enter into with a client.

8. He wanted a state-of-the-art database system.
9. He wanted to be an outside salesman, not bound to a desk.
10. He wanted a respectable salary and compensation plan.
11. He wanted benefits that showed the company values its employees.
12. He wanted interesting perks; good incentive trips, alternative health care, something that showed his new company is innovative.

These are pretty specific wants.

Here's what he didn't want:

1. A restrictive territory where he would have to give up accounts.
2. A boss that was a non-selling boss
3. A company based in California. He'd grown tired of his current company, based in Kansas, always poking fun at the beach boys of the Irvine office.
4. A whole crowd of sales reps that were "all hat and no cattle."
5. To work with a bunch of sales reps in survival mode.

Do you see where having this clear of a plan will benefit Sean in his search? He knows what he wants in a job. Some of the details, like the personalities of his new co-workers, can only be judged once he's interviewed or working for a company. But when he's asked in for an interview, if the company is an hour away, he knows he doesn't want the job. Unless that's a flexible area for him. For some people driving an hour each way to work is okay. For Sean it wasn't.

### **Don't change jobs too often**

Unless you want to be a contractor/consultant. If you're interviewing for a full time job, (they used to be called permanent jobs, but no more) people want to see that you've stayed in jobs for long periods of time. What's a long period of time? Several years or more. I interviewed a CPA today. He came to me as a referral from a friend. Their company was trying to save money wherever they could, and with two senior financial officers they could save \$250,000 or more per year. It makes good business sense for them to help him leave. He'd been in his current job for 1 ½ years, but his prior job with Ernst & Young he'd been at for fifteen years. Fifteen years with a consulting company, and he'd worked in their home office. This guy is what we call a walking placement.

The same day I spoke to him I also spoke to a guy who wanted a full time job as a Java programmer for an insurance company. For the past 6 years he'd been contracting; never more than six months with one client, and many times for only two or three months at a stretch. Yet he was trying to convince me that he wanted a full time job and would stay there for several years. Come on. I'm not going to bet my reputation on him as a full time employee. Maybe a contract-to-hire person, but I would be very up front with the client about him. And they had already stressed that even people that jumped around more often than every two years were too risky for them. They're willing to wait some time to find the best fit for them. Which is good for us as recruiters, as it allows us to really do our jobs properly.

### **Advice for people who jump from job to job continually**

Once you make the choice to become a contractor it's very difficult to prove to a company that you really want to stay, other than by staying. Please don't be mad at an agency if it doesn't represent you for full time jobs. We're paid by the companies to find them what they want. Period. We have to do what they want us to do as long as it's moral, legal and ethical.

### **Make sure you want a new job**

So make sure you want to make this jump. Finding a new job is usually not something you can do in stealth mode. Remember that. Any job search you embark upon should be done with the feeling that your boss will ultimately know you're looking for a job. Would it change your mind about looking if you knew your boss would know you're looking for a new job? Would you plan it out a little bit more?

### **What's next in Chapter Three**

We've only begun the process. In chapter three we will get more personal. We will take a close look at your personal inventory and how it applies to the job you want.

**The Chief cause of failure is giving up what you really want for  
what you want right now.**

## **Sample Chapter Nine – Build a Bench**

This chapter is the reason you just spent \$24.95 to buy this book. Statistically 90% of the people who own this book will never make it to this chapter. That's fine. This is how you can turn a one time job search into a life changing experience.

### **A bench: Companies and people who will further your career**

Professional sports team live by their benches. So can you. We're going to make the assumption that you are interested in a lifelong career, and able to see it takes time to build one. Maybe being a ten-year overnight sensation is what you want to be anyway, right?

At its simplest form, a bench is keeping the name and number of that great recruiter you met when you interviewed at Warner Bros. in 1996. When I worked for Warner Bros., there was a recruiter working there named Scott. This was before I became a recruiter myself. Candidates that interviewed with Scott liked him. Scott is an awesome guy, and has moved on to a higher position within the Time Warner family. Keeping in touch with just this one gentleman could have been a boon to anyone's career, because he has advanced in the Time Warner family. We're going to show you how to go beyond the simplest form of building a bench and potentially turn it into a lifelong project which needs minimal upkeep to help accelerate your career.

Your bench should be filled with companies or people you;

1. Want to work for

2. Want to work with
3. Know can benefit your career
4. Have some great quality about them that makes them worth pursuing. They are usually;
  - a. Close to home. Jobs close to home allow you to get to soccer games, pick the kids up for doctor's appointments, etc.
  - b. Have a great benefits package
  - c. Have never laid anyone off
  - d. Promote only from within
  - e. Have great training programs or tuition reimbursement for that degree you want.
  - f. A company that doesn't suck.

### **Rule One – Keep in touch**

Keep in touch with anyone who can help you get one of the above jobs. This is exactly where a great recruiter can help immensely. They can be a great set of eyes to jobs that are really open. If you keep in touch with a recruiter that keeps in touch with 25 client companies, can you see the synergy that can build. What if you personally keep in touch with 25 companies and 5 recruiters? Potentially, you're plugged into hundreds of new job opportunities.

### **Rule Two – Be exceptionally professional**

If you send out an email and I'm a bcc (blind carbon copy), that tells me I'm just a number to you and not a person. If it's addressed to someone else and sent to me you're a dork. Period. Invest in one of the excellent mass mailers for email. I bought one in 1998 for \$30 and it includes free updates. (See the tools appendix for more information) I can use it to send a "personal" email to thousands of people and for years I have. You don't have to write each email by hand. But if you want to be exceptionally professional, you have to send it to me so I think it was sent just to me.

### **Rule Three – No gifts**

No gifts. If I get you a job, a gift is cool. But don't send them just to stay in touch. That screams "needy" all over it. Be professional. Professionals keep in touch with each other.

### **Your self development program**

Get one. You need to be working on yourself. If you bought this book you know how vital it is for you to be prepared. Even if you quit the self development program once you have that great new job, get a program now. Listen to tapes, go to a seminar or two and have some learning fun.

- Get a self-development library
  - Buy it
  - Check it out at your local library
  - Friends
  - People you respect

- List it on your resume. If you listen to Brian Tracy and find him helping you, list him on your resume. Tony Robbins, Zig Zigler, there are a tremendous amount of gifted speakers and teachers in this world. I recommend seminars and books to everyone. You will ultimately benefit from such a program.

Just attended a great Tony Robbins seminar where you walked on fire? I don't recommend calling to tell everyone on your bench, because you'll usually end up puking all over them. But it does give you a reason to update your resume and send out a new copy. Simple, easy, effective.

### **Don't burn your bridges**

It's a small world out there so respect your current employer. It can come back to haunt you. If you're building a bench on one hand and burning bridges on the other, you're wasting time. Over the past 5 years I've had a few candidates who were flat out rude to me. And I remember them, or at least my database does. Some were exceptionally talented people with tremendous opportunity. Some were just jerks. Some commanded hundreds of dollars an hour for their work. Now that the market has softened they are begging me for \$25 an hour jobs. If you're rude to me, how well will you represent me if I submit you to a client? If you blow off your current employer, will you do that to me if I hired you?

Sometimes you have to move out, to move up, and employers know that. A friend of mine and I left the company we worked for about the same time. Both of us got jobs as

recruiters. After about a year of recruiting Pam decided she wanted something else. So one day while working a job fair she talked to an employer. They clicked and she went to work for them. Low pay, long hours, lousy commissions. But she learned a new industry. Guess what? After a little more than a year a competitor hired her away for more than double her salary and commissions combined. Nice. But guess what? After less than a year her former employer hired her away for even more money. Excellent job, Pam. By not burning her bridges at either company, she built her bench properly.

### **Networking your way to your next great job**

Why is this the best way to a new job? Because a personal referral carries tremendous power. Be careful with referrals. Make sure if someone refers you to a job, you do your best to make them look good for referring you. You need to know what you want before you start to contact people. Know what it is you want (Chapters 2, 3 and 4) before you contact the employer for a job.

Here's where your Mom can help you. Yes, she might have gone to school with the current wife of the CEO of GM, you never know.

Use referrals to find a good recruiter. But also understand that just because a recruiter helped your buddy John get a great job, doesn't mean he can help you.

Ask the HR people at your current job which recruiters they like. Find a creative way to get the info. I don't think you should walk up to your company HR person and ask him

who the best recruiters are, unless you want to send out a signal that you're planning to depart. But maybe you can get friendly with one of them and ask "for a friend".

In chapter 2 I described the process your resume travels through once you've submitted it. It's good to review it so you can remember that this is a long and detailed process.

Building a bench means taking the time to develop contacts. Do so wisely.

### **Get good recruiters on your team**

Recruiters do a lot of the grunt work associated with finding a job, and let you focus on being a good interviewee. One of my former employers used to advertise themselves as "your personal agent." There's some real truth to that, if the recruiter is good at what they do.

### **Meeting with your recruiter**

- We try to meet every candidate but can't do it.
- Make sure they have a real job before you meet with a recruiter, unless you're really hurting for work. In that case take the interview if you can get it.
- The in person interview is a formality so we'll know how you present yourself in an interview. This is why it's vitally important that you treat any interview, even one with a recruiter, as a real interview.

- Most of the work we'll do will be over the phone. You're just coming in to say hello and show me your dynamic personality.
- This interview should lead to multiple interviews for you, treat it as very important.
- Make a great impression.
- Send a personal thank you note to each person you interview with.
- Ask for the recruiter's advice, then don't argue with it if at all possible. Advice could be in any of these areas;
  - Resume changes, tweaks
  - Clothing hints
  - Bathing tips. I'm not kidding.
  - If you don't take that advice expect to be made a low priority.

When hiring was starting to slow down in 2001, our company had to fill a Network Engineer job for a small client. We had floods of people who wanted the job, both from job postings and candidates we already knew. One of these people was perfect for the job. So we asked him to take 90 minutes out of a day to meet us. He refused. He was unemployed, and refused! I think his comment was, "I've never met with a recruiter and had them find me a job, so I don't meet with recruiters. Just submit me and I'll do well." Sorry. In this case the employer had specified that we only submit candidates we had met personally and were convinced they would do a great job. The reasons were sound and we wanted to do the right thing. That person was begging me for a job for weeks after the offer had been extended to someone else.

Don't expect your recruiter to spend more time on your career search than you do

### **Tracking your submittals and interviews to build your bench**

<http://www.stevebunch.com/forms/fajs.xls> is a spreadsheet you can download to help you in your job search. The spreadsheet available on the internet is just a starting point. I recommend keeping an electronic copy of all submittals, but then again, I'm a geek at heart. A personal database is a really good thing. You never know when you're going to want to come back to a name or company years down the road.

Record all conversations. Try to get them to commit to objectives or outcomes. "Fawn, let's talk in two weeks time, okay?"

### **Staying in touch with your bench**

Keeping in touch once you have your people put together, will only take a few minutes, every several months. No kidding. Remember, if you're emailing people on your bench too often, that is often construed as a bad sign. Don't give me a reason to suspect your capabilities.

### **Working your bench**

So, you've built a great list of people to keep in touch with, so how do you do it? The best ways are the simplest ones;

1. Email them when something significant has happened. A promotion, raise, new degree, job offer, etc.
2. Christmas and birthday cards are good, but don't work too hard to find out the person's birthday. That could be weird.
3. Create your own newsletter. But again, be professional. I like knowing personal details. When I read a resume and see that you're a pilot or play beach volleyball I will call you just to say hello.
4. Tell them when you've interviewed, especially with a competitor. You don't want to be an industrial spy, do you? But, if the competition is looking at you it might cause them to think more about you.

### **Your bench – your key to success**

Since most people go through several jobs before getting “the right one” treat the bench as your best asset. It is. If you build it right, you can use your bench to find an incredible job and career. It will have huge, positive results for your entire life.

**History of the proposal:**

Currently, there is one other agency reviewing the proposal. I have 5 other agencies that want to read the proposal. I am sending out the proposals in the order that the agencies responded to my email query.

### **Marketing Strategies for Finding a job sucks!**

And a lifetime Promotion Plan for the Author's Job Winners Strategies book series

#### **Promotion**

The author is committed to writing and promoting books that improve people's lives by helping them achieve the careers and lives they want. Nothing affects a person's life more than the job they hold.

The author will match the publisher's consumer promotion budget up to \$15,000, and he will buy 1,000 copies of the book. During the first six months of the promotions campaign, the author will:

1. Set up a publicity tour to Miami, Atlanta, San Diego, Seattle, San Francisco, San Jose, Chicago, Washington, DC, Philadelphia, Denver, Cleveland and St. Louis.
2. Retain someone like Rick Frishman of Planned Television Arts to schedule one-hour radio interviews, to produce a satellite television tour and to schedule national talk show interviews.

#### **Markets for the book**

**Corporate sponsorship:** Two companies Steve will highlight in his book are Warner Bros. And Disney. Throughout the years he has worked for different divisions of both, mainly in Human Resources. These and approximately 10 other large employers will be favorably mentioned in the book. This will encourage them to block-buy books for their laid off employees and for internal career counseling services.

**Recruiting agency sponsorship:** In the course of his career Steve has worked for 2 publicly traded recruiting firms and one large privately held firm. An approach will be made to each of them proposing that they be given favorable plugs in the book, in return they would bulk buy quantities of the book to give out to candidates.

Besides the 1.4 Million people that were laid off in 2001, potential markets include over 15 Million people who annually initiate some form of a job search. Many people are quietly on the prowl for a new job, and this book will give them a comprehensive set of tools for that search. In this age of downsizing, many companies are trying to do so with a very positive spin, and they can be counted on to purchase these books for their employees' use.

**Why Steve believes the book will be a success**

Here are ten reasons why Finding a Job Sucks and the subsequent releases will be a success:

1. Steve is often described as the “King of Fun!” He brings this energy and excitement to his writing and speaking engagements.
2. Steve has a personal database of over 30,000 candidates and clients which he can use to market information about the book. Literally hundreds of people have worked with Steve in job searches, and he has interviewed thousands more. Most of these, when asked, remember who he is even if they just spoke on the phone. If they met in person they remember the 6’7” linebacker look-alike Steve.
3. Most of the books currently available to help in career planning are presented by learned scholars, not someone who has personally interviewed hundreds of times and thousands of people.
4. There are hundreds of books about how to find that next job. Some even talk about careers. FAJS is the first to present the technique of “building the bench.” How do professional sports teams find new players each year? They build their bench and continually recruit. No one has yet presented the job seeker the idea of taking the same approach to their career.
5. We will supply readers with a paper tool or access to an online tool to help them design their own personal Job Winners Strategy
6. Each chapter will be highlighted by one person’s story most appropriate to that chapter. There are dozens of people that would like to give their stories for this book.
7. Additional career counseling and advice will be offered to interested candidates.
8. More books in this genre are being prepped
9. We need another career book. And,
10. People will buy it just for the title!

### Spin-off books

The author will write these follow-up books:

***Fire Your Recruiter: And do a better job recruiting*** is aimed at small to mid sized companies that are faced with an uncertain economy, where hiring decisions become even more critical than in good times. I've talked to many CEOs and Human Resources people that would like a better understanding of how to attract the best talent. We'll show them some of the tricks recruiters use, and how a company can do the same thing and benefit immensely, and in the process saves thousands of dollars in fees.

***Strategic Recruiting: What you don't know will bury you*** is aimed at the same set of clients Fire your Recruiter is, and is designed as a third book in the series.

**Other titles in planning are :**

***Loving your job/loving your life.*** This book is a more spiritual approach to looking for a job. It will focus on not just finding a job, but finding one that works with your whole life.

***Creating the job your life wants you to have.*** This book will help candidates decide whether they want to work for themselves or someone else, and how to go about doing it.