

# Curtis Jenkins

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## SUMMARY KEYWORDS

people, curtis, job, resume, mentor, book, confidence, position, interview, career, question, helping, company, product, individual, asked, share, build, salary, life



00:00

To create a successful career strategy Hello, my name is Don philam, and I'll be your host. With me today is Curtis Jenkins, author, speaker, career coach and authority on career management and the job search process. Curtis will share insights from his experiences and expertise that he has documented in his book, the only job search book you will ever need. So in the next hour, you're going to learn successful ways to navigate today's complex and confusing job market. Now have your pen and paper or electronic device ready to take notes, check the download option and gain access to the resources that will help you use Curtis ideas as you learn more about this job search process and wanting and leading successful careers. Now keep in mind that you can feel the frame of your computer with the presentation today by clicking on the cross heroes on the bottom right of the slides. You're also invited to help influence this program by offering your thoughts and how we can continue to be a support to your career. So send emails to as you see on the screen Sandy had Career Speaker Series calm. So let's get into it. I am very thrilled and excited to bring to you today our speaker Curtis Jenkins is the president of CL Jenkins and Associates and as introduce the author of the only job search book book you'll ever need. Curtis is also a project management professional where he serves as the director of governance and enterprise program management offices for Salinas. Curtis founded the Jenkins and Associates management consulting firm to focus on helping small businesses through the process of working on their business versus working in their business. As a result, he provides advisory and strategic consulting to help his clients reach their goals faster with less cost and less mistakes. So Curtis career spans over 20 years in the project management world. And he has been involved in specialty chemical transportation, financial services, telecommunication utilities and manufacturing industry. He's seen it all done it all. And we'll bring those experiences to you today. He has a BA from Temple University and a master's degree in management of technology from the University of

Pennsylvania Curtis's personal vision is to change his world one person at a time through meaningful and impactful engagements creating a positive experience at every encounter. As such, Curtis thrives on self improvement, and believes in giving his time talent and tools to share with others who yearn for prosperity. And in his spare time, Curtis enjoys his family and friends loves to travel and play golf and spend each day learning something fascinating and new. So today, let's get with it. Curtis is going to be your private consultant and share insights and strategies to help you use the marketing mix to rise above the competition. Join me in welcoming Curtis. Curtis, thanks for joining us.



03:15

Hey, Dan, thank you for having me. I really appreciate that. Thank you so much. So I'll just go ahead and get started, then I'll just say I am here to help you change your life. But first, I was gonna say a little bit about me, and why it's important for me to change your life. And I've talked about how will it change my life. As Darren already alluded to my personal vision is to change my world one person at a time through meaningful and impactful engagements, creating a positive experience that every encounter. Time is such a precious commodity. And if I'm going to talk about changing your life, I want to make sure that I provide provide value to you in exchange for your time and helping you to change your life. You've already experienced some of my background, so I won't reiterate what Don has already said. So I'll just go ahead and get right to it. Let's talk about the event that changed my life. I was laid off in 2002 from a company that I was excited to build a new project management office with I was at this company for only six weeks after leaving my current my current company to pursue my dream job. I love building project management offices. And this was my great opportunity. Well, that dream died quickly. I was devastated because I was never I never experienced a layoff before. And my family was shaking because they always depended on me to supply their quality of life. Of course, my 13 year old at the time really shook me up when he asked me if we were going to be poor. The other feeling it was a feeling of isolation. I realized that I didn't have anyone coming to my rescue. I did not have a network that I could call upon, or at least I didn't think so at the time. So I saw myself a lion as a cat, and I was afraid. So what did I do? I took action. And when I help people, I realized that, you know, you have to take action no matter what it is. So from there, I began actively job searching for myself and for others, I helped a lot of people sit in a secure appointment, and I helped them change their life. Right away, I secured a job within two months after I was laid off from referral from an employee that used to work for me at a previous credit card company. I learned how to market myself, as volunteer volunteered. And I also, you know, help these folks overcome their fears with it with their issues of confidence. You know, after that, I've been searching for myself for job. Ever since I got laid off, there's not a day that goes by that I don't search for a job. And when I help people, I focus on three key messages. The first is taking action to build

confidence. The other is using the marketing mix four Ps of Marketing, to sell yourself with examples of putting them into action. And then, believe it or not helping others, has helped me help myself. And it will help you help yourself as well. 80% of what employers look for is confidence. And this is what I learned in my journey. And that confidence is built through taking action, I developed my confidence routine. And I built my confidence with these actions that I stated earlier. In my daily routines, I did things like get up, I would get dressed. As if I was going to work, I would go downstairs to my computer. And I would pretend that I was actually going to work. So that I gave the people in my family that that comfort that I was actually doing something but I gave myself that comfort that each day I was just whittling away at set my next job. One of the things I tell everybody is, don't be ashamed if you lose your job, tell everybody, as a single person, you can only do so much. But you have to open yourself up to help tell everybody and you know, leverage. leverage your network of people that you know, while you will work to build a stronger network. You everything coupled with competence. Confidence is competence is to know your field and also know yourself on your soft skills, selling numbers, finance and accounting, leadership, etc. It all counts towards your confidence.



08:10

Finally, you have to set goals and be clear about them, share them, and always strive to achieve them. And one of the thing I'd say to people, you know, if you don't have your goals written down, you've probably heard this before, then you just have a wish you have a dream, you have to write them down and you have to come up with smart goals. And we'll talk more about smart goals later. Now I'm going to discuss the four P's of marketing with examples of putting them to action. I came to understand these principles when I took a class and the instructor said to me that we were product to people that were seeking employment. And we're trying to we're really trying to sell ourselves. I took it upon myself to learn more about how products are marketed and sold. Then I took the same principles of marketing against all the things that we do when we're job searching. That's when I brought them all together. So, first I will define the four P's of marketing. Shown here is product, price, position or place and promotion. And then I will discuss the four P's in action. For the marketing that was a toy, a term originally coined by scholars, Neil Borden, and refined by Ichiro McCarthy. And these 14 are designed to compartmentalize products, unique selling points that differentiated from customer competitors. And what you're trying to do is you're trying to differentiate yourself. So with product, what is it that you sell? What are you good at? People initially taken aback when I asked this question, I always tell people that I sell confidence which also gives me funny looks, I whenever I follow up with the confidence of hiring me as your project manager, who has a solid track record of leading multimillion dollar products on two projects on time, on budget with a high degree of quality and customer satisfaction, I'm also good at rescuing projects that

are not performing to expectations. So I'm able to articulate what I'm good at. Can you articulate what you're good at? What value do you bring? Do you know what you're worth in this market? How about your position? Are you in a right position in the right place? And what do people say about you? How are you different? How will people promote you when you're not there? So we're going to take these next steps to rise above the competition. So like dating sites, your reputation and the things about you, your social media, especially now is very, very important that you have the right information there. So if you cheat on send the wrong messages about yourself. You want to make sure that your resume represents you when you're not there. And then when you're interviewing, you're right there, that's an opportunity where you're face to face and showing you as a product. They're going to be various types of various types of interviews that you're going to experience. First, when you when you experience are done, can you cut this in? Half? it? Yes. What's that? I just wanted to make sure I was a slide behind. So in my notes, so you can fix it, right? Sure. That's good. Okay, all right. So let me go back to putting the four P's into action. When companies are searching for candidates, they want the best available talent at the best possible value. It's just like, when you're on dating sites, you're trying to people, we're trying to find the best person for them. So that process of going back and forth, and you're in and how you, you know, put your best foot forward is the same as dating as it is and looking for jobs. More importantly, it's your reputation, the things that represent you when you're not present. Your resume, for example, represents you when you're not there. your social media represents you. And it's very important that you make sure that you have the right messages about your social media when you're not there. And trust me, this was this is your brand. And you want to make sure that there's nothing that hurts your brand.



13:05

Then there's, you know, the opportunity to sell yourself as a product during the interview. And this is your first time where you get the opportunity face to face. When you're face to face, you have eye contact body position, you have clarity on your answers. And general pleasantness they're very vague are key elements. And also make sure you answer the questions that you're being asked. Another face to face is the panel interview which you have more than one person. But you still have to follow those same rules that I just mentioned. In other interviews where you're not face to face, but you know you're using your voice, you have a phone interview, which is used for pre screening. And then my least favorite is the video interview. If you're experienced a video interview, where you're just recording your answers, it's the least personable, but you should get a person to help you practice. And then there's a trend around video interviews, where people are now using tools and techniques like Skype. So you still have some human interaction. It's just not

right there in the room with you



14:31

is the slide here we go. Alright, so now we're going to talk about price. Do you know your value there are many tools in the market that help you with searching, researching salaries based on titles and locations. You can't expect the same salary in your current position or or in, you know, New York city that has a different cost of living Like a place like North, North Dakota, it makes a big difference, you have to do your research. salary.com payscale.com and glassdoor.com are very good tools for researching salaries. Also note, the company's HR departments, human resources, departments are also keeping up with the same this same research that I was talking about individual value. This is where you attempt to show how you are a candidate above most, your past performance, your connections, your leadership experience are all the things you can use to help you build your case, to request compensation and the 75th to 95th percentile of your position in the market that you're applying for. There are many great The other thing that you need to know is negotiations. Now, you've been born a negotiator. As a child, you you've negotiated with your with your parents. If you have children, you negotiate it with your children. So there are many great books on negotiation. I encourage everyone to familiarize themselves with the techniques. One of my favorites is never split the difference by author Chris Voss.



16:21

Luck is opportunity, meaning preparation, and you have to be in the right position sometimes to take advantage of that luck. Now, where do you need to be to create the best opportunities for yourself? You should be where the consumers are ie the employers and hiring managers. This could be online on services like monster.com, or LinkedIn with good profiles and resume. But what about seminars on topics based on your industry, about trade shows, career fairs, etc. You never know when you're in the right place at the right time, but you have to be there where consumers are. And when you are there, ask for what you want. Also ask how you can help someone else and always deliver in what you promise. How about having mentors and sponsors? Who can help you know level who can help you with positioning yourself. Having an experienced person in your corner is invaluable. Having mentors, coaches, advisors are all very good people to have in your corner. I would advise everyone to have these people who are willing to help share their experiences and advice to help them get to where you want to get to in life. However, sponsors open doors to opportunities by being directly involved in what they are doing for you. This is the go having a sponsor sponsors put their own reputation on a live view. My

current position, for example, was provided to me through one of my most trusted sponsors, who didn't need to interview me, he just needed me to accept the position, and I did so with great enthusiasm.



18:06

Let's talk about promotion is another way to get people to another great way to use of using the 40s. Another great way to get people to promote you is networking with others to build your own cadre of trusted peers. And as previously previously mentioned, mentors, sponsors, etc. networking with others is necessary to build relationships. And I would advise that you should always be prepared to ask for what you want. have the ability to articulate clearly why you are at the event and what you're looking to get out of it. Throw away the statement. It's not what you know, what, who you know, it's really about who knows you that matters more. You want people that can know what you want, because you've articulated it and deliver on it even when you're not there. Recently, I set a goal to become a landlord by buying my first house to rent to college students. I immediately sought out a mentor who I knew has several properties. And I also found a group that met every other Tuesday evening. I attended these meetings, joined the organization and told everyone in the group that I wanted to buy a house every year for the next five years. with little to no rehab and a budget for mortgaging a house of \$250,000. I asked them to help me find houses and to help me rehab the homes if I need it. I'm promoting myself, however, we're promoting each other. No matter where you are in your life. Whether you're an introvert or an extrovert, you can figure out how to ask for what you want and whom to ask. Another great way to promoting yourself is to volunteer. You get to do so much while working with people who share your values. Volunteering allows you to put Your skills on display allows you to learn new skills with little risk, you get a sense of commitment to your values. And not only do you build a network, but you also get an opportunity to have friends for life like I do. I volunteer with an organization called Black data processing associates, and it grassroots organization created in 1976, to bridge the digital divide for minorities to have opportunities in the information technology industry. From volunteering, I developed a national network of people who have been helping to promote me since I joined the organization in 2000. To find out what you're passionate about, share your talents, build a great network, and you never know you could meet some of the best friends you could ever want to have.



20:51

And you see, as you rise above the competition, there are rewards for it. Now we have risen above our competition using these tried and true marketing techniques. And believe

me, it will pay off as it has for me, since I experienced the event that changed my life. I want to share with you my philosophy on how to help yourself. For me, it's simple while you're an experiment where you are experiencing a loss of confidence, or even if you aren't, you can really gain by helping other people. I'm a servant leader. And I'm always looking for ways to help people prosper. Since my event, and until now, I have helped multitudes of people across the country in various stages of their career. Here are some examples with excerpts of their testimonies. We have Suzette Lawson, who was out of a job for two years. And I've worked with her to help highlight that she was a brand. And he got a job. And she's been working ever since Brandon Bennett, a student who's now working for Amazon. He had he had his resume redone while he was in school. And it gave him the confidence that he needed in applying for jobs. And he told me that he's got every job that he's applied for ever since. Large speed is a guy that I used to actually report to a cyber security professional. He had a very solid background, and I would consider him a guru in cybersecurity. He just didn't know how to put together and package his brand. And so I helped him build what's called a board resume. And now he serves on several boards, and people still continue to look for him. But he's just able to leverage his brand better when he's not there with a with a nice board resume. And then Lauren phandroid is a recent professional that reached out to me to help with getting a promotion. And I helped her with changing her brand for her resume. And she received that promotion. And these are just some of the examples. I'm going to recap all the messages that I was stating to you. That was you must take action to build confidence. You use the four P's of marketing. And you also have to help others to help yourself. So remember, I talked about changing your life. And remember I said how do I change my life. I took action. I volunteer, I learned how to market myself, and I helped other people. And then I wrote the book to expand my reach on helping others. This book uses my combined stories and actions through the use of marketing techniques that boosted my and others confidence, my confidence and my career. I wrote this book because I wanted to help those who experienced some form of job loss, and how I retain my confidence by sharing my standard formula that I continue to home so it's easy to follow and useful and current. My friends and family encouraged me to write this book, in particular my friend who asked me for my materials to share with his employees prior to a massive layoff due to the business being sold to another company. When I gathered these materials, I realized I had a story to tell and I organize the materials. So no matter where you are in your career, if you're just starting out or a seasoned professional, if you're actively searching for employment, and not getting the responses you expect, which is hard on us all. And you lost confidence because of the lack of responses. Or if you're already employed, but you just want a better job or promotion, this book is relevant to you. I've met, I've put I've structured this book, to have specific actions to take. And those actions will help you build your confidence and your competence. In fact, at the end of the book, I put all the actions in the appendix. So if you didn't want to read the stories of anecdotes, you can just rip up the actions as long as you

take them, you will build your confidence. And then you'll get that you'll land that job that you deserve. You'll build those meaningful relationships, and you'll get that promotion that you deserve.



25:54

So you can change your life, or someone else's life today, by getting the book and begin your journey, the only job search book you'll ever need. And you can find this book, at my website at [www dot clj asoc.com slash job search book](http://www.dotcljasoc.com/jobsearchbook). Or you can get the book and Amazon and leave amazing review, please, on Apple books, or Barnes and Noble books, ebooks, Barnes and noble.com. So thank you very much. And I'll answer any questions that you may have.



26:37

Curtis, thank you so much. We are pleased that you took the time to document your experiences writing your book. And that's unique approach to encourage us to be thinking about the four P's of marketing and positioning ourselves to get a job product, price, position and promotion. Right off the bat. It's a little difficult to kind of shoehorn ourselves in to each of the P's. But I like to the fact that you're sharing with us that we need to be taken about ourselves as a product, what kind of tips and ideas do you share with those of the individuals you're coaching? To begin to feel more comfortable with? How they think of themselves as a product?



27:27

Yeah, yeah, that's a that's a good question. So first of all, you have to understand that when you're looking for a job, a company is buying you. And they're that, that salary and benefits is the cost for your services. And so when you look at it, that way, you begin to look at it less that the company that you need the company, but that the company needs you. It's just like a supermarket, when you go to the supermarket, you're going here to get food, that still doesn't mean you, which you need that food to survive. And so if you take that position, and understand now, okay, you know, the company is looking to buy me, I have to also be a person that's competing against others, I have to stand out. And so how do I stand out, so my label, my resume, my reputation, and all those other things, my value if I'm at the top of my game, so if I'm, you know, a mid career or a senior level, or even a beginner, just understanding the things that provide value and why you're the best product, I think, taking that approach in that lens, you'll begin to be you'll begin to worry about more about how you develop yourself, then how a company sees you from the

other side.



28:56

Makes sense? And I would imagine it would be very important for us to know exactly what we are applying for, and have a very good idea of what the job description is. So that we can position our resume to show we are the right product, right?



29:15

That's right. That's right. In fact, what you want to do is you want to when you're getting your resume in order, you want to make sure that you answer what the job description is asking for. So you can take your resume and make small tweaks in it so that the language, you know you don't change your accomplishments and the thing you did the things that you've done, but you just changed the language such that it fits the job description and what somebody is looking for. And I've made a reference to dating sites and I use that example because, you know, when we're putting our best foot forward, whether it's dating or for a job, we have to use the right words that perfectly When you describe who we are,



30:04

that makes a great deal of sense. The resume itself is part of the solution. And then you also mentioned that in the interview process, we need to be convincing that individual that we are the right product to honey you, advisor, coach, sure, the folks that you work with the, in that interview process, what kind of terminology to we need to use their specific words to reinforce the fact that I am the right product?



30:36

So, the first thing is, when you go to an interview, I asked people to say, ask, can you take some notes, because you want to be mindful of post the interview, you'd have the opportunities to send a really good thank you letter. But while but while you're there, it is important. And I know for me when I because I interview people all the time. First of all, make eye contact, make sure that your stories are concise use a TA our method of problem action results. Here was you know, when he asked a question, whether its behavior or anything, it is laying out what the situation is stating what the actions that you took were, and then saying what the results are. And even if it was something that

was positive or negative, if it was negative, end up with what you learned from it. And then the I would say my personal pet peeve is answered the question that was asked. And if you're, if you're not clear, it's okay to ask for the question to be repeated. And it's okay for you to repeat the question out loud yourself to make sure. And the rest of it is just be yourself because you you've been able to answer or you have the you have the stories because you wrote them with your life and your career and things like that. But you know, just technically make sure that you communicate with the other person in a way that makes it clear and concise what you're trying to what you're trying to convey.



32:21

I really liked the fact that you're reminding us to not only bring in a notepad, but to take notes, get permission to take notes, and use those notes to kind of feel the kind of summaries that you want to do. Is the elevator pitch, kind of and part of the product, discussion area? Is that something that I would use to solidify immediately who I am when a person asks, tell me about yourself.



32:58

Yeah, so the I would say yes. And the various the elevator pitch can be in various forms. But when somebody says, tell me about yourself. And I know you're not supposed to ask a question, on top of a question, but that can that's such a broad question that, you know, I've seen people go all the way back to where they were born. And so, you know, the question, the response that I would say, is, ask the interviewer. If they're asking in a specific context, typically, they mean in the context of the job. But a lot of times that people open up with that question to just establish rapport. Sometimes the interview was just as nervous as you are as the interviewee. But just make sure that you answer in the context of the job. And if you're unsure about what that context is, understand what you know, reread the job description, always have a copy of it with you. So that you're not rambling on about something that's irrelevant. But you should, you should always be able to concisely state. Exactly, you know, what, what competence you bring who you are. For myself, I'm a project management professional that I've been doing for over 20 years, and then have a list of relevant accomplishments that you can rattle off and, and, and answer in a concise way that they get the answer quickly. You know, one of the things that I do, and I, I do this, you know, throughout the book, he talked, I talked about doing things as bold, but I might say things like, I sell confidence, I might even do a what I call a headline. I sell confidence in and I think I mentioned earlier and says Well, how do you sell confidence and I sell the confidence by you hiring me. If you have a project that everybody else is afraid of, or You know, you need a project rescue, I have a track record

of delivering both. I've been doing it for over 20 years. And you know, I'm able to after on your team, develop not only your confidence that you hired me, but the confidence of the team because of my leadership style, etc, etc. So it would boil down to the elevator pitch. Like, like you said, it's just have to practice it and have it in a way that is clear and concise.



35:36

Make sense? Under the we're talking in the area of the four P's, if you're just joining us and, and talking specifically about thinking of ourselves as a product right now. And Curtis, you, you mentioned that we need to be thinking about our image and our brand and reputation? How can we share with a interviewer? what other people think of us as part of a reinforcement of what our brand might be? And how that might benefit their organization? Based on what others say about me?



36:12

Yeah, that's a great question that I'm looking forward to answering. Because I always ask people during an interview, what do people say about you, and I'm really looking for, and sometimes I'll even make it, I'll say, your supervisors, your peers, and your subordinates, and your friends. And I just looked for what people actually say. And I'm also looking for if they, if there's blind spots, if there's something that somebody works for me that are that already really knows certain things, but it's really creates a great opportunity to say, what did people say about you? And it's okay for you to say those things. So people say that you're reliable. They Yeah, they will say I'm a reliable, but then give give, you know, two or three bullet points why this person says I'm reliable, because I delivered this on time on budget, or because I, you know, I came in, when they asked me to, I was often and, and they came in, he asked me to cover for a shift for them. Just, you can say the one word or the adjective, but you've got to have, you know, a couple of bullet points to back it up and say it with conditions. So that you don't sound like you're guessing what people would say, you should already know what people say to you, because they've been saying it your performance reviews have been telling you for over some time. You know what you're good at. I mean, it could be that at your job, you might not get any feedback, but you know, you at home, you so great parties. And so you can relate that to you know, being an event planner, and what's an event, an event is just a project. So you can say something that has a start and an end to it. How will you organize both people resources to get things to a great outcome? So yeah, I would say that you should be able to see exactly what somebody would say, from a friendship perspective, from a peer perspective, from a subordinate perspective, and from a superior perspective.



38:27

Great advice and providing that support. This kind of locks it in for the individual. It's not what I say it's when other people say, so let's let's jump from the four P's. We don't have to link them product we can give ourselves to the product. Price is the the killer that all of us have some difficulty to and I would imagine built into prices, salary negotiation, you, you remind us to learn and practice negotiating techniques. What? Why do I say when that individual asks, well done, what kind of salary are you looking for? Is that one of those things where I wait for them to tell me or do I throw something out?



39:15

It's a catch 22. It's a catch 22. But I will say I'll tell you my answer, right. I mean, before I tell you my answer, you already hear the news about the IRS laws now in certain states say that employers can't ask. So it's becoming more and more widespread, to bring some advantage to the employee or potential candidate that they don't have to reveal these things. But this is not across the across the board. My response from somebody asked me, What am I making? Or things I just asked him, or what am I looking for? I say, Are you making me an offer? And so just like they threw me off, I'm throwing them off. Are we Are we making an offer? Are we at the point now where we're talking salary, because we haven't gone through the interview yet. So. And it's hard, right? Because you still, you don't want to offer anyone, I would say, learn and understand salary as it relates to total compensation. And that way you can talk bigger numbers. So for example, if you have a job that has the salary, the bonus benefits. And, you know, in some cases, for executives like stock options and things like that, speak in terms of holistic things, you can say, Hey, I'm looking for a total compensation package in excess of say, \$100,000, just to pick a number. And then when you're having that conversation, you're adding on to salary you're adding on the bonus, you're adding on the on the benefits. And so you still remain vague, but you give an idea around what you're looking for, but really the salaries about what the market, what what the market is bearing in that particular market for that particular job. And then people have to understand that these hiring managers do have budgets that they're working from. So they, they do have, and it's their job to try to stay within that budget. And they will do exactly that, because they have to run the business. It's rare, where you can get somebody to accept something that's above and beyond their budget. And that's the individual value I talked about, you have to show that you're really, really working.



41:46

Yeah, makes a great deal of sense. Once you get down to the nitty gritty of the offer has been made, then to your point, if you if you think in advance and think about all the different variables, you could negotiate, maybe you're pretty close, where the salary is at. But you might be able to ask for a couple extra vacation days, sick days, maybe the ability to work from home, two times a month, or five, or whatever that is, and then have some kind of electronic package, maybe the company can use their group buying packages to get you a company cell phone, or laptops or iPads or something like that. So one just kind of needs to be thinking in advance, like you're suggesting about a little things that you can negotiate up, it's not going to kill the company, and can close the deal maybe right away.



42:49

But I agree with you as a matter of fact, when I answered I thought about those other things, what I call the quality of life items, like you mentioned the the ability to work remotely and pay for cell phones and things like that. So yes. And and I would also encourage what I've done in my job searches I've have, I have all those things written down. I haven't written down since around 2007. And I just these are these are things I must have. Or or these are levers that I use in the negotiations and that is paying for my mobile phone and allowing me to keep my same number but still it be the work phone and the ability to telecommute work from home or work remotely. And the ability to travel internationally, meaning I love to travel and i'd love it for my job to be able to pay for that



43:48

need for that's that solid? Oh, you know, there's something very cool for well, millennials, anyone who's been to college, there is a new program out where companies there is a number of companies who will approach a company and say, Hey, we have a program where you can contribute to Don Philip bombs, student loan debt and you could give Don 100 \$150 a month kind of deal. Right now it's not tax exempt for the company. But it's taxable for the individual, but there's some legislation out there that's talking about potentially making a tax deductible for the company that makes it more more beneficial for them. But that's if you're kind of fresh out of college or maybe five years you still got some student loan debt that's that's a sweet deal. If you imagine \$100 a month that's 12 \$100 a year going towards your student loan.



44:56

I tell you student loan is crippling our young people. And it is a fact of college and you

know, our life, anything that contributes to lessening that pain would be would be great. I mean, it will allow our students to make more have more choices. And then they're also not burdened so much with the debt, and student loans, bringing in they can focus and flourish on other things. So I think that's a great program.



45:34

And I know we've talked about here, we talked about product we've talked price, the two of the four P's. positioning is interesting. And you mentioned one of the areas in which we can position ourself is certainly be coming more active and getting out into the community. One of the suggestions are career fairs. What's Uh, what's your best use of a career fair when you're going in? Going table the table? What do I need to do to prepare? How do I make an impression on a guy or gal? Who is the recruiter? And he's, or she has just seen 50 other people before me?



46:19

Yeah. So I would say this, if you can find out who the companies are first, and get as much information on that company as you can. So what we're talking about homework, this is prior to the career fair. The second thing to do is try to find out who, so if you got a company, who's going to be there, and that's where a tool like LinkedIn is helpful, you may not even find the right people. But I mean, a simple email, say to an HR person says, Hey, I see you guys are going to be at the career fair, a week from now, could you tell me, you know, which what, you know who, from your recruiters are going, I'd like to talk to them in advance. In fact, my company, we like to get our resumes in advance, before we get to the career fair, so that we're already lined up with specific interviews, and we've done some screening. So there's a preparation prior to. But then when you're when you're there, and if you have people that you haven't met, already, I mean, just you have to be bold enough to walk up. Ask them the first question to ask them, you know, after your your greeting is, are they hiring for any specific openings right now. Because many times you go to career fairs, and they're really just collecting resumes. And they're, they're, they're saying that they're looking to build relationships, which is key to and we'll talk about that piece. But if they're hiring for a particular job right now, ask them it will show them the children your resume, speak about what it is that you're looking for what you want, and ask for a an interview. Either that day, if it's a multi day, multi day interview process, you know, one of those days, it's okay to ask, I think one of the things that, you know, I try to emphasize is we go there, we show up, we hand the resume off, and we think we've done our jobs, no, do your homework upfront, ask, grab a business card, if you can of the people that attended and ask them, can you either hook up with them on LinkedIn or

communicate with them after try to build that relationship? And, and then follow up? Follow up. So send that LinkedIn note, send a thank you note, or just do something that where you're where you're just continually differentiating yourself with with your follow through. Curtis, you



49:03

bring up an interesting point. Sounds like you've been at a number of career fairs yourself to individuals who are unemployed, who don't have a business card, probably because they're no longer with the firm that they were with. Do they have their own business cards that they hand to the recruiter? And if not, do you recommend individuals attending career fairs? That they go out and printed vistaprint or whatever their own personal business cards to be or share with recruiters?



49:37

The quick answer is yes. And I'll tell you, Don, when when I talked about me when I got laid off in 2002. That was one of the things that I did. I created a simple business card that had my name. And what I do was project manager and my telephone number email and I Certainly would have encouraged everyone to have a business card. Now in this day and age, you know, we do more things that are electronic, but the business card has not died out yet. So yes, I would say, if you don't have your particular job, have a business card about what your skill is, what you're looking for, and your contact information.



50:24

You know, one of the things I learned Curtis, when I was in the Philippines, that individuals there, make more of a ceremony of handing off business cards. So if you hand your the recruiter you hand me your business card, in their society, I would stop, pause, look at it, look at you kind of repeat your name in your title, as a, a way to show respect. And at the same time, kind of in, begin to learn who you were in visually in my mind and stuff, too. And I don't know, I'm not gonna recommend that that's something that anyone in the audience does. But just think about it in terms of, if you want to get the attention of a recruiter, maybe a via take that moment, grab their card, and you'll look at their card, and you'll look at them and maybe repeat their title or something well, love your title or something like that, again, put in showing a sense of respect, and focus on that individual.



51:33

I love that. I mean, what you just said, there is a good way to differentiate yourself. So I'm going to, I'm going to do it from now on myself.



51:46

Yeah, and anybody in the audience who just do a google on business card exchange in the Philippines or Singapore, something like that, you might find some more articles that talk specifically about it. But it's a bigger deal. Because, you know, we traditionally, I hand, if you walk into meetings, sometimes you just throw your cards on the table here, here's my card, Here's my card kind of deal. And there is no kind of respect or ceremony around that.



52:16

Yeah. And so and you bring up a good point, I'm going to let you ask your question.



52:25

No follow through with your source, I'm going to lead us in a different direction.



52:29

Okay, so when you talk about people throwing their business cards, this is around in networking. And I wasn't sure if you're going there, which is why I said you can ask your question. But many times, we go into networking events, when we talk about positioning and promotion. And we show up and we just hand business cards. If we do that, we retreat to our corners, people that know each other talk, but we don't truly network. And one of the things that if I'm facilitating, I will do what I call it social capital exercise, where I tell people to write down what they want, with their names on it. And then I have everyone, you know, get an opportunity to see it, write their names and contact information, if they can help that person. And what I'm doing is I'm trying to get people to say out loud what they want. And so recently, I went to a project management symposium, and I'm sitting there with hundreds and hundreds of project managers, and portfolio managers, and I was there for a specific reason. And I was sitting at a table and people would just eat talked amongst themselves. And I just asked the table, why are you guys here? What are you looking to get out of it. And I'm gonna always pull out, I'm going to do that, because I'm also going to stay while I'm here. I'm here because I want to find the best dashboarding tool for portfolio governance. And I'm trying out different ones, but

I want to hear from somebody who has that experience. So I just wanted to emphasize, you know, in addition to the exchange with business cards, you got to say what it is that you want, and be comfortable with that ask.



54:18

That is great advice. And that is leading into that third P of positioning which involves networking, the whole idea of getting in front of other people and you mentioned earlier about LinkedIn as being something that we need to be on and positioning ourselves so that other people see us in our brand. What do you like to do to get your brand out there on LinkedIn and How frequently do you recommend that we either comments and other but others or postings or make our own postings



54:56

Okay, so what I like to do is I will change my LinkedIn profile, just small tweaks, I would say, once a year, maybe once every six months, I just do little things here in here, looking at some of the LinkedIn advice. But in terms of keeping my brand out there, it's about the articles you write the post that you put up, I am not very active, when it comes to things like that, but I'm very deliberate. So I'll write an article that I thought was impactful from a situation that happened. Now it is my goal, to leverage what I've done with the book to spend more time putting out articles and advice and things like that. But I would advise anybody to make sure that, you know, if you have content, share that content, because that's another way that you position yourself as an authority on a subject. But in terms of being visible, and others promoting you and you promoting yourself, you have to read other's articles, you have to like it, you have to comment it. And that's what keeps those things visible. And then in turn, they will do the same for you so that you remain visible to others. I would also join specific groups. So if you have a group based on your industry, join that group. Or if you have a group that you're interested in, join that group, because the content and the communications and the conversations that are happening, will keep you up to speed on what's happening. But you're also putting yourself in position to develop a network.



56:40

I like that really good idea. And wrapping up a discussion on the positioning of ourselves. With the four P's. Again, we've talked about product price position, as a way in which we can differentiate ourselves in the marketplace. You mentioned, we need to be continuous kind of looking out for sponsors and mentors and shared with your group that you're

reaching out to to gain some advice on becoming a landlord for students. What advice do you have for us in identifying a mentor? And then secondarily, what's the first step to ask them to if they would consider being a mentor to us?



57:25

Okay, yeah. What, here's what I find people who are successful love to share their formulas, love it. I mean, it is people people are more open to sharing than people then others would allow themselves to think. So. Don't be shy. Right? So first, understand, if this goes back to what do you want, and the example that I use earlier, I want to be successful in real estate. And so because that's what I want it, I started listening and making phone calls to people to find out, who can I talk to, that has real estate, or has been successful in real estate. So a good friend of mine, whose mother has about 30 properties, I called and asked, I said, Do you think your mom would mind being a mentor to me? And she says, No. So now I have her number. And so I called her we talked, the funny thing is, is that, as we talked, she agreed to be my mentor in real estate. But she asked me to be her mentor in project management. And because we got to talk about how organized I was, and things like that, not good construction, project management, but just just being a lot more organized and helping her with her business. So that was, you know, a reciprocal relationship. And you never know, you already have jewels that you have of your own and how you can help somebody else. Another example of getting a mentor is when I was writing this book, I got to a point where I just couldn't finish. And I was getting writer's block. And I didn't know what the construction was to finish it off, like you know how to get a publisher. You know, where to print it, how to get it set up as an E book. And a young man that I mentor pretty much all his life, and wrote a book a couple of years earlier. And I called him up and I said, you know, I've been your mentor. For years. You're now my mentor. And he called he called me every Saturday morning to make sure that I did my homework. And, yeah, so I mean, the person that's a mentor is somebody who, you know, they could be younger Oh, is if they had that experience. Just ask. And he he was dying to help me cuz I've been helping him all his life. So you just got to ask. And don't be discouraged if it doesn't work. I like to use the relationships and dating type thing. You're talking about humans coming together, and we don't always gel with one another. So be okay that, you know, you might have one relationship that's working very well and one would a person just doesn't have time for you. Or you might not have time for that person. So you just have to keep at it. until you find the right mentors for you and that they're, you're, you're the right fit for them as well.



1:00:40

Curtis, the time has run out, this has been so much fun. We are so thankful that you've taken the time and push through the barriers to write the only job search book you'll ever need using the marketing mix to rise above the competition. Again, thanks for your generosity of time, and willingness to share your experiences with us today.



1:01:03

Thank you so much, dad. Thank you. I appreciate it.



1:01:07

And to our audience, you see the contact information for Curtis right in front of you. We didn't get to the Final Four promotion. But you can reach out to Curtis through any of those contacts, pick up a copy of the book at your local library amazon.com, Barnes and Noble whatever, you will love that book. So to the our audience now, thank you for taking the time out of your busy schedule to join us also, your continued investment in your career will not only give you greater control over your career, but your personal happiness too. So we encourage you to stop back to the career community and watch on demand lectures by additional authors who will share tips and strategies to help you advance your career.