

To clients and colleagues,

April!! One quarter down and 3 to go!!

Feel free to pass this E-zine on.

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**Announcement:**

On April 30<sup>th</sup>, I will be giving a half-day seminar on "Networking" at the Marriott in San Mateo. For details click on . Pre-registration is required.

This month's featured articles are:

- #1. Looking for a match with your true self? "Think then act" says Peter Drucker**
- #2. Laid off? E-book resource**
- #3. The Thank You Letter**
- #4. News from Monster**
- #5. Success Story**
- #6. Humor Department--**

**#1. Looking for a job match with your true self? "Think then act," says Peter Drucker.**

A recent article in the Harvard Business Review by Peter Drucker suggests that managing your career is a fundamentally different proposition today. Whereas the company used to manage individuals' careers, individuals must now learn to develop their careers themselves. The average working life now lasts some 50 years—to stay alert and engaged that long, you need to know how and when to change the work you do. What's more, people have more options about the type of work they do—at the same time that companies are calling for employees who put their hearts and minds into their work. So it's increasingly important to put yourself in positions where you can make the greatest contribution—where there's the best fit between your passion and what the situation requires. The implication is clear: for career decisions, self-knowledge has never been more important.

**#2. Laid off? E-book resource**

Layoff resource:

I highly recommend Nancy Collamer's ebook at <http://www.layoffsurvivalguide.com>  
There is all kinds of great helpful information and links to resources.

**#3. The Thank You Letter**

My colleague and friend, Wendy Enelow, The president and CEO of Career Masters Institute gives the following advice on the thank you note:

To ensure that thank-you letters stand out from the competition, use letters as marketing communications to further sell you into a position. This can be easily accomplished by highlighting any of the following that may be appropriate to a specific interview situation:

\* If the hiring company shared some of their challenges with you, relate how your experience is tied directly to their current challenges and current needs.

\* If the hiring company shared a major problem that they were currently working to resolve, highlight how you solved that same (or similar) problem before. Write a thank-you letter that shares your past achievements in strengthening market position, expanding customer bases and outperforming competitors.

\* If the hiring company communicated an objection to hiring you (a reason why they were concerned about hiring him or her), respond to it in the thank-you letter. For example, let's say that they were concerned that you had never worked in Los Angeles, and therefore does not have any professional contacts in the area. Use the thank-you

letter to demonstrate that you previously entered new markets and immediately developed strong networks. That's one of the reasons you has been so successful in his previous positions.

\* Suppose there was something really important about your experiences or qualifications that you forgot to mention during the interview. The thank-you letter is precisely the tool to communicate those achievements, experiences, project highlights and qualifications. Give the hiring committee the "ammo" they need to make the right hiring decision - YOU!

\* If there were no challenges, no problems, no objections and nothing that you forget to mention during the interview, then use the thank-you letter to further highlight your specific accomplishments as they relate directly to the company and the position for which he is applying

Using thank-you letters as a "second-tier" marketing tool often dictates that letters be longer than one page. Fine! There are no rules to writing thank-you letters that dictate that they must be one-page long.

#### **#4. News from Monster**

NEW YORK (AP) -- Internet job board Monster.com, acknowledging a growing problem for online career sites, is e-mailing millions of job seekers, warning that fake listings are being used to gather and steal personal information.

An e-mail message from Monster, which arrived in many users' computer mailboxes Thursday, cautions that "regrettably, from time to time, false job postings are listed online and used to illegally collect personal information from unsuspecting job seekers." .....

<http://www.cnn.com/2003/TECH/internet/02/28/monster.theft.ap/index.html>

#### **5. Success Story**

Wayne Franklin 61,

Laid off from his telecom job, looked for some time in this difficult job market. Through his previous networking, he knew tone of the owners of a chocolate factory in Monterey. He figured, his first choice wasn't driving. He thought it would at least get him out of the house. He set up an appointment with one of owners. Through listening effectively, he discovered that the company was "stuck". They needed to become more efficient. They knew a lot about making chocolate but they needed help running operations. Wayne started with giving free advice. Three months later, the asked him to work full time. He accepted . He put together a stock option plan. He is making less, "but on the other hand ,if the company becomes profitable, then I do much better."

#### **6. Humor Department**

An employer says to a job applicant: "In this job, we need someone responsible."

The job applicant replied: "I'm the one you want. On my last job, every time something went wrong, they said I was responsible."

#### **WORDS THAT INSPIRE:**

**"If you never budge, don't expect a push."**

--Malcolm Forbes (1919-1990)  
American Publisher

**Commercial:** I am now offering 2-hour Career Review sessions for \$95. In each session we will review what has worked and is working, what areas that could use some help, and a plan to get to the next steps. If you are interested, hit the reply button or e-mail me at [randy@randyblock.com](mailto:randy@randyblock.com).

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Your comments and feedback on this E-zine are welcome!!