

# HOW TO GET A JOB PART 7

By Mark Brownley

## *Meet the people who have been where you want to go*

### **Checklist**

1. Identify and then write down those industries and companies – established or start-up – that you think you could learn most from and/or have a deep desire to work for or partner with. It should be a relatively long list. The more people you meet in the job search journey, the better. Create a MS Excel spreadsheet and keep it up to date.
2. That spreadsheet is the start of your Contacts list, the most powerful tool in your career arsenal. We promise.
3. Identify the founders or leaders or specialists in each of those companies whose life achievements, career path or leadership journey you admire and think you can learn the most from. They may have a public profile, but maybe not. Do your research to find them. Do not be put off if they are high profile and rich. If you can learn from them, write them down.
4. Find their personal social media accounts as well as those for the companies they founded or lead and follow them so you can develop a sense for who they are and their business and personal interests. This will benefit you greatly when you finally get to meet them.
5. Google them and their companies to deepen your knowledge for when you finally get to meet them. Preparation pays off and impresses people.
6. Ask everyone in your personal and professional network if they know the person you would like to meet and if they do, could they create an introduction for you. A warm introduction is always better than a cold call but a cold call is still better than no call at all.
7. If they do know a person of interest, email them introducing yourself and ask them if they would be prepared to meet briefly for you to learn from their experience and ask some career questions. If you don't know what to write in that email, email us at [tellus@myengineerexchange.com](mailto:tellus@myengineerexchange.com) and we'll provide guidance. We do it all the time, even now.
8. Develop a set of career questions in advance so that you can best use the brief time with the person of interest when you meet them. And if you're looking for work, tell them. Ask them how they did it and any suggestions for you to launch your career in that direction.
9. If no one in your personal network knows the people you want to meet, write to them. Not an email, a letter. Hand signed. In the age of digital communications, social media and email, receiving a letter is...special. It makes you stand out and it has a much better chance of receiving attention and priority than an email. Trust us. We know from experience. It's got us in to meet billionaires. True.

10. When you get to meet your people of interest, take notes, reflect on them and keep them on file for future reference. Think about how you can apply their experience for your career success and always, always write an email or letter of thanks.

#### **STILL HAVE MORE QUESTIONS?**

Just email us at [tellus@myengineerexchange.com](mailto:tellus@myengineerexchange.com) and we'll get right back to you.

