



## Chapter 7 - Excerpt

### Putting it all together

Have you got a dream that you want to come true? David Krebs, a graduating senior had one and was willing to put forth the effort it took to achieve the dream.

“I heard Ms. Lemmon speak at one of our AMA Chapter meetings at Arizona State University-West about how to market yourself for success,” said Krebs. “I had decided to pursue a position with General Motors in Detroit after graduation in May and wanted to increase my chances, so I asked her to package me.” Now, he had to pay for some of the consulting work, but I took on the challenge of consulting Krebs on how to package himself with a plan, new resume, personal stationery, an action-oriented cover letter and other tools.

For Krebs, the experience of working with a marketing consultant offered him the opportunity to receive information on potential contacts, internships, political factors to be aware of when sending resumes, shadowing executives, and tools like the fax response form. “The career services people never taught us about managing your career and how it is a continuous process,” said Krebs. “I couldn’t believe the attitude of some of my classmates, thinking some company would just appear to hire them. With two weeks to go before graduation, some classmates were just starting to write resumes. They were amazed that I had hired a marketing consultant and already had a great job lined up.”

### Here’s what happened in his job finding campaign:

**November:** In our first meeting, we stepped through a timeline for maximizing the one opportunity for interviewing (during spring break in March). We made a list of what items he would need to promote himself to get the interviews.

**December:** I reviewed and rewrote his resume to be more specific with respect to industry (automotive) and skill set (see Chapter 6). To package him, we created a logo that had an automotive flair to connect his image with the industry.

**January:** The cover letter was written, the letterhead ready for printing and a fax response form created. The initial package to approach executives about interviews was ready to be put together. Krebs started developing his database of names including a variety of sources that I had recommended and that he found useful, from the library to the American Marketing Association, to the ASU Alumni Association.

**February:** Armed with his new resume, letter and stationery, Krebs created 100 packages at night and on the weekends, working on his plan to contact executives at GM to set up interviews during his spring break. The faxes started flowing in and over 35 responses were returned. I helped him get a newsletter article published with a byline as co-author for his personal portfolio. I also set up an executive “shadow day” with an indirect lending representative who showed him around local car dealerships and explained car loans and financial issues to Krebs.

**March:** Out of the responses, Krebs was able to set up 9 interviews in Detroit. Prior to his trip, he interviewed with Ford Motor Credit Company on campus as a practice session. He felt it was another good connection to an automotive career. Already prepared with his personal portfolio and information learned during the shadow day, he impressed interviewers and got a job offer. Later during his interviewing process at GM, he was able to use this job offer as a negotiating tool. Krebs gained \$6,000 more in salary due to the competition GM executives felt with Ford Motor Credit wanting him, too.

**May:** Graduation from college is relaxing and exciting because Krebs already has his new job and looks forward to a July 1 start date!

### Final Thoughts on the Campaign

As Dave Krebs found out, “Managing your career is a continuous process, and if you aren’t managing your own, the person who is managing his or hers will get the opportunities.” The job-finding campaign is ongoing as well. For as soon as you have a new position, you should start looking for the next step towards your vision. The timeline may be slower for the next career step, but start planning for the future as soon as you are hired..

“Today in big corporations, the focus is on getting employees to develop more ownership of their own career management,” said Joe Gelinas, manager of employee and labor relations at a large public utility. “In fact, ‘Don’t think your whole career will be here at the corporation,’ is a message coming from our top management.” It’s all about making meaningful decisions about planning your career steps to fit your vision and using the tools like the job finding campaign to succeed in making them.