Step 12: Target Employer Introduction

Customize your WFM Commercial for a Target Employer

- A Pick one Target Employer: ______
- E Start by stating something that your research into their company revealed and match that to something from your background that shows how you can help them and why you would be a good fit for their organization. In making them the focus right away, they will immediately be curious to hear what you have to say about them. Stating that you have already done research demonstrates that you are a serious, proactive candidate. Now, follow that statement with your matching skill. Be sure to use terms and lingo familiar to them, such as found on their website, press releases, and job openings.
- Add your Personal WIFM Commercial from page 8. Be sure to customize your traits and accomplishments according to their needs. Make the match. If you have a job posting or job description, clearly match their bullet point needs to your background. Your goal is to ensure they do not miss the point that you are a match for the position.
- Close by creating a sense of urgency and ask for a response.

Activity Alert!

Target An Employer



Sample Target Employer Email

A My research tells me that ______ could be a good fit for my background because I see an

opportunity to make a contribution to your

(state a learned or expected need for your skills).

(Insert **WFM** commercial speech from Page 9)

I am going to be networking in your area next week and hoped you could be available for a brief introduction. Your time is valuable and I would focus on our introduction being a good use of <u>your</u> time. Would next week be reasonable or would a time to speak with me briefly on the phone work better?



Good morning (Ms. Mr.)	, this is _		to follow up on	an email I sent. I am calling because
****	name)	(your name)		
learned that your company does			_ and I believe I can co	ontribute based on past experience
Let me explain:	(something you can contribut	e or be relevant to)		
(Insert ₩ਊFM commercial speech fr	om Page 9.)			
Even if you do not have any ich oper	nings currently Lam cont	fident that an intri	oduction would be a v	valuable use of your time. You neve
Even if you do not have any job oper	nings currently I am cont	fident that an intro	oduction would be a v	valuable use of your time. You never
		ce in		•
know what you will need in the futur	e, and with my experien	ce in(relevant indust	ry relevant department)	at the very least I will be able to off
anow what you will need in the futur	e, and with my experien	ce in(relevant indust	ry relevant department) ny number is	at the very least I will be able to off . Again, my number
know what you will need in the futur	e, and with my experien	ce in_ (relevant indust	ry relevant department) ny number is	at the very least I will be able to off

Use a variation of the first voicemail script for your follow-up email, but include a bit more about what impresses you about the company and include the following P.S. If you do have a current opening and would like to see a copy of my resume, let me know and I would be happy to provide that.

They are absolutely amazing!! They matched my resume and qualifications with a wonderful, reputable company; they prepared me for the interview, attentively stood beside me and supported me in my job search by being in constant contact with me."

 $-L\,Babayants, Residential\,Counselor/Therapist,\,Rosemead,\,CA$