

JOB WITHOUT A RESUME

Jack Olson

With all the news about job loss and job fairs and the programs teaching people to compete for jobs, you might find it interesting that there is another way, and for many, a better way.

A few powerful principles are involved. The hype mongers would call them “secrets,” What’s secret about them is that most people think they understand. But if I were to test them they’d fail. Another problem is that most people have become blinded by the tradition of “resume and interview.” So they are forced to become better and better at competing for the same jobs. Fifty people will often apply for the same pre-defined position and the one who scores may not be the best qualified, but with the best presentation.

Taken by themselves, adding any of these principles to your toolbox can set you ahead. Taken together they can get you into the best job you ever had or into business with little or no money.

- 1- Know where you want to work
- 2- Know who you are (the whole array)
- 3- Understand what holds you back
- 4- Ask great questions.
- 5- Spot the unpublished needs
- 6- Gather information (research)
- 7- Make new combinations
- 8- Problem definition and solution skill.
- 9- Understand of the machinations of business
- 10- Knowing how to present and sell ideas
- 11- Proposal preparation and presentation
- 12- Develop contacts and resources

Here’s something that anyone who is looking for a job or a business should know. It’s from the book, HOW TO FIND OPPORTUNITIES AND CASH IN ON THEM. By Jack Edward Olson

This article contains several elements that will set you ahead, even if you intend to use the traditional resume/interview process.

DECIDE

What exactly you would like to do. What do you enjoy? What are your interests? What would you like your job to include—travel, variety, machine shop access, fishing, photography, flowers? Ask yourself, “How can I fold the things I enjoy into my vocation or make a career out of them?” For instance, if you love to ski, wouldn’t it be great to work within a few miles of a ski resort. Or perhaps your skills could be made useful to a ski manufacturer, who, in turn, can provide skiing benefits. Start with your greatest dream.

Here is the key question: “Who would benefit from my success if I do this?”

Go through the telephone book index asking, “How might this or that type of business benefit from my success if I do this?” Could my work here also be used to enhance the sales of something else? Perhaps it might be one of their suppliers? For instance, I helped a production company by designing reusable packaging for a parts supplier that streamlined his packaging and became part of the buyer’s production process. I demonstrated value to both businesses.

Select a few businesses where you can find excitement and who would benefit from your success. The more similar these businesses are, the better. Then focus on one, And remember, the best person for a job may be the one who is enthusiastic, rather than the most qualified. Enthusiasm overcomes obstacles.

GET INFORMATION

Know, as accurately as possible, costs and demand for what you intend. Find out who else is doing it, and get together with that person or their company representative. Ask what challenges and competition they face. Secure their literature. Head for the library for statistical information on that field and associated fields. Census publications are great for statistics. Get information about machinery, processes and supporting functions. Find The Standard Rate and Data Service Look into their catalog of mailing lists for your prospect's industry. There you will find rare insight into industry size and segments. Check the business publications volume. Most of the publications listed supply free samples and free subscriptions. Call the authors of a couple of important articles. They will have much more information than they included in their articles. If they share it with you, you will be well ahead of anyone who has only read the articles. . If your prospective employer is a manufacturer or supplier, check the "Thomas Register" for that kind of information. Other great references are "The Encyclopedia of Associations" and "Contacts Influential."

MAKE YOURSELF MEMORABLE

Arrange information into hand-out sheets. Include your name and the source of information. Give these to people you want to remember you.. Memorize interesting short stories, quotations, and clever things from biographies and trade journals.

KNOW YOUR PROSPECTS

Gain a vision of how great they are and could become. Get a copy of their Company history and credo. If time permits, go to the Secretary of State's office and get copies of their Corporate Charters. Offering memorandums, and stockholders reports are great sources. And don't forget the personal interests of your contact. Common ground is great for building trust.

PREPARE TO PARTICIPATE

Develop a couple of ideas that compliment the prospects vision, such as new markets, profitable uses for their facilities, or reduction of waste. Then, when you meet you will be viewed as participating in their business and they will participate in your ideas.

TARGET

Determine who would be most interested in your findings and ideas. This may be the director of marketing, manufacturing manager, or the president. Generally, the higher up the ladder of command, the better audience you will receive.

ARRANGE A FIRST MEETING

Most businessmen have ideas they would love to pursue. Be ready to listen, keeping in mind that your roll is consultative Your main goal is to rekindle your contact's excitement about his business or department.. You will present a couple of your hand-outs and ask about the companies plans. Have their literature, and any other literature that may be of interest, with you. Your knowledge of their business will automatically set the conversation on a high level. From that meeting you will have information to fold your ideas into theirs. Set a time limit and stick to it. Leave while interest is high.

REFINE

Improve your ideas: how, who and when will they be implemented. If you get into a discussion of how to do what you propose, you'll be glad you prepared. Anticipate objections before they arise. . You must be the expert on anything you propose.

ARRANGE A SECOND MEETING

Preferably within ten days of the first. If you presented something of value at the first meeting and left early, they will be happy to see you again, and if it is a large company, a vice president or president may be called into your meeting. This time you will present your ideas and more information.

ACCEPT

If, during that meeting you are asked what you are presently doing, or, would you like to join the company, stop your presentation instantly. Either ask what they have in mind or accept. Or, they may ask why you are presenting all this information. Be straight forward and say, I would like to participate in what you are doing. Continue with your presentation only if asked.

At this point an offer may be made or they will decide to take some time to discuss you. If they ask for a resume, present a list of accomplishments. They may ask for a proposal. Don't be surprised if they ask you help them further in some official capacity, or to become a supplier. That's how many businesses start—often funded by the client..

FOLLOW UP

Follow up if necessary with a short call or a thank-you card. Perhaps a lunch or breakfast invitation will be appropriate.

Jack has been hired into a variety of positions spanning several fields, with no need for a resume. He has presented seminars on creativity and business start-up for schools, corporations and government. And as a design consultant, created many jobs. He has been offered several businesses and is now operating a manufacturing business which was funded by an advanced payment from the client. He is a practitioner of what he teaches. He was once challenged to go out and get a job in twenty four hours. He took the challenge, telling his challenger to open the telephone book and point at something without looking. Within that time he was back with a job offer.