Step 12: Target Employer Introduction

Customize your WIFM Commercial for a Target Employer

A. Pick one Target Employer: _________________________________

B. 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.

C. 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.

D. Close by creating a sense of urgency and ask for a response.

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 _________________________________.

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

C. (Insert WIFM commercial speech from Page 9)

D. 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 your time. Would next week be reasonable or would a time to speak with me briefly on the phone work better?
Sample First Voicemail

Good morning (Ms. | Mr.) ____________________, this is __________________ to follow up on an email I sent. I am calling because I learned that your company does ____________________________________ and I believe I can contribute based on past experience.

Let me explain:

(Insert WFM commercial speech from Page 9.)

Even if you do not have any job openings currently I am confident that an introduction would be a valuable use of your time. You never know what you will need in the future, and with my experience in __________________________ at the very least I will be able to offer you some valuable insights. My name again is_____________________ and my number is _____________________. Again, my number is ______________________. I hope that you have a wonderful day.

(Insert relevant industry | relevant department)

(Insert phone number)

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