## 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.
- O Close by creating a sense of urgency and ask for a response.

**Activity Alert!** 

Target An Employer



## Sample Target Employer Email My research tells me that \_\_\_\_\_\_\_ could be a good fit for n

My research tells me that \_\_\_\_\_\_ could be a good fit for my background because I see an \_\_\_\_\_\_ (you/your company)

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?

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Good morning (Ms.   Mr.)		_, this is	to	follow up on an er	mail I sent. I am calling bed	cause
	last name)	(you	r name)		_	
learned that your company does				elieve I can contrib	oute based on past experie	ence
	(something you ca	n contribute or be rele	ant to)			
Let me explain:						
(Insert WIFM commercial speech	from Page 9)					
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Even if you do not have any job o	penings currently	l am confident tha	t an introduction	would be a valuat	ble use of your time. You n	never
rnow what you will need in the fu	ture, and with my	experience in(relev	ant industry   relevar	nt department) at the	e very least I will be able to	o off
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Even if you do not have any job on know what you will need in the fu you some valuable insights. My na . I hope ti	ture, and with my	experience in (relev	ant industry   relevar	nt department)  er is	e very least I will be able to	o oft

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