

IT IN THE D.COM PRESENTS...

THE 10 COMMANDMENTS OF JOB SEARCH





**“YOU MUST
UNLEARN
WHAT YOU
HAVE
LEARNED”**

SO, WHO ARE YOU GUYS?

- Detroitnet.org Founded in 2001 as the “anti-group” (see: didn’t like any groups)
- Re-branded in 2014 as solely “IT in the D”
- Run by 3 guys (The Sales Guy, The Geek, and The Voice Of Reason)
- Over 6,000 members on LinkedIn
- Over 2,000 unique visitors and 8,000 page views daily at ITintheD.com
- IT in the D podcast listened to by over 250,000 people per episode
- Over 2,000 jobs fulfilled through our events
- 100% grassroots
- No guest speakers, name selling, forced sales pitches
- Featured in CNN/Money Magazine, WJBK (FOX), WDIV (NBC), WXYT (ABC), 96.3 WDVD, Oakland Press, MLive.com, Detroit Free Press...
- 2010 CBS People’s Choice Blogger of the Year Award (Life section)

SO, WHO AREN'T YOU GUYS?

- Ninjas, Experts, Gurus or Life Coaches
- Trying to get you to pay \$300 so I can re-write your resume
- Trying to sell you something afterward
- Someone who will sugarcoat the truth

I. Thou Shall Understand Priorities

You have a job. It's finding a job.

- Let's say that one more time...
- Get off the couch!
 - Get up every morning
 - Get into a work mentality
 - Wear decent clothes
- If you submit resumes online all day, you're doing it wrong
- LinkedIn is your friend
- TV, video games, and anything else in your home is the enemy
- Network, network, network
- Network some more



II. Thou Shall Figure Out Thy Message

You are not everything to everybody

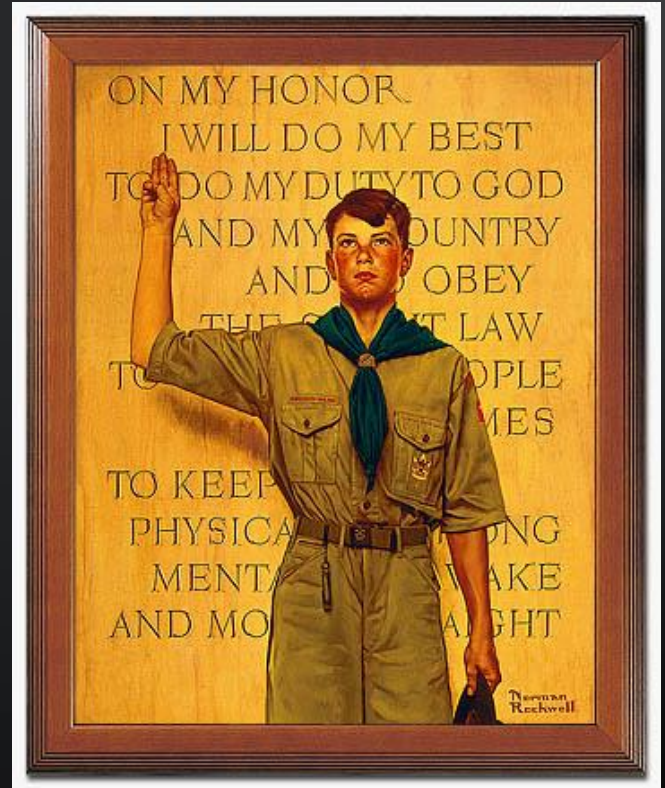
- Who are you?
- **What** are you?
- Have conviction in your message
- Know what you want...
 - ...even if it changes daily
- Be 100% positive
 - Only whiners like whiners
- Do. Not. Complain. About. Anything.
 - No really - don't.



III. Thou Shall Be Prepared

Treat every day like an interview

- Remember The First Commandment?
- Have business cards at all times
- Have a professional email address
 - Not “BigPoppa69@hotmail”
- Don’t bring resumes around with you
- Dress appropriately everywhere you go
 - You never know who you might meet
- Your phone is charged, your LinkedIn profile is updated, you are always available



IV. Thou Shall Fixeth Thy Resume

This is make or break time

- There is no perfect resume
 - Grab a template and go
- State everything you did that had an impact on the business
 - Was 103% of quota
 - Projects done on time 99%
- Write multiple versions
 - One for your ideal job
 - One as a raw, easily adaptable starting point for customization.
- Have someone check for grammatical errors
- No objective line. Please. We're begging.



V. Thou Shall Giveth in Order to Taketh.

Volunteer

- Call local charities you have a passion for
- Get involved with anything/everything you can, but don't force it
- Utilize your spare time properly
- In doing so, you will set yourself apart from your competition
- Companies not only want strong talent, they want good citizens



VI. Thou Shall Utilize Social Media Properly

You are being Googled as we speak

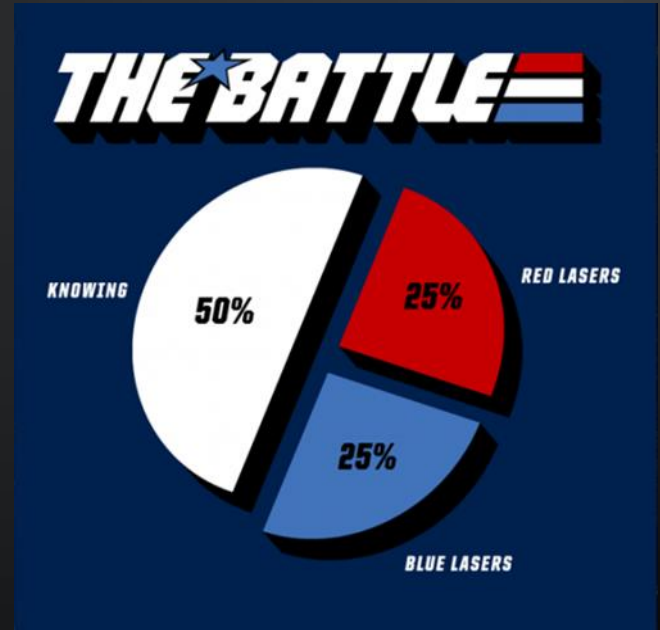
- Facebook is your living room
- LinkedIn is your office
- Twitter is...well, we still don't know
- Google+ is your gym membership
- Leave your political views at home
- Everything you write is there forever
- Don't post just to try to remain relevant



VII. Thou Shall Knoweth Things

Over coffee or in a formal interview, knowledge is power.

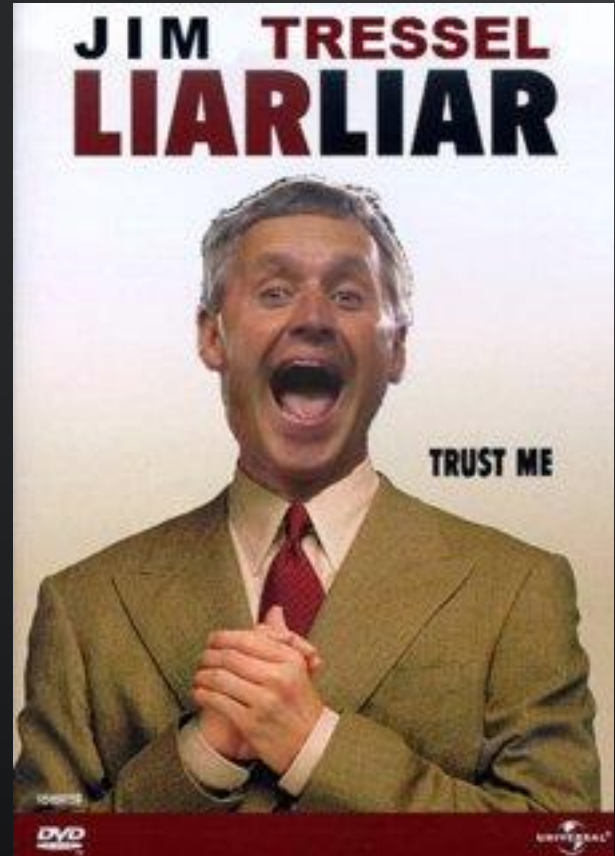
- Knowing the company is more important than knowing yourself
- Google their latest news
 - Bring it up casually in conversation if news worthy
- Know why you want to work there
 - “Because I want a paycheck” isn’t the correct answer.
- Bring a notebook, a pen, 5 copies of your resume in a folder
- Wear a suit. Period.



VIII. Thou Shall Not Lie

It's a small world after all

- No need to exaggerate
- Don't be a BS'er
- People will find out quickly, and the word will spread
- Don't be ashamed of who you are
 - See: I'm trying to get into the industry



IX. Never stop doing what you just did

Jobs are like relationships, they can go away just like that

- Work LinkedIn at least 10-15 minutes a day
- Be friends with every recruiter you can
- Never stop networking
- Never stop volunteering
- Keep your resume up to date at all times
- Always be prepared for the next job
 - You can be let go anytime for any reason, good employee or not
- Treat yourself like a professional sports free agent
 - You and only you are going to look out for yourself



X. Thou shall follow up

The key to everything

- Send a thank you note the next day
 - Don't be overbearing
- Send a LinkedIn request
- Prepare a 30-60-90 day plan, send with the thank you note
- Have good references ready, send with the thank you note
- Feel free to ask the status of the job every week
- Don't think you have any job in the bag, don't stop prospecting



Call to Action...

- YOUR JOB TODAY
- MESSAGING
- COMMUNITY
- PREPARE
- FOLLOW UP
- REPEAT

If you're looking...

- **Casual Networking Event**
 - Thursday, May 19
 - Hopcat, Huma Room upstairs
 - 5pm start time
- **Be there**

MAY 19, 2016 www.ITintheD.com
Your home for Information Technology networking since 2001

5PM START TIME. NEVER A COVER CHARGE. NO SALES PITCHES. NO SPEAKERS.

IT IN THE D

ALWAYS A GREAT CROWD FOR:

- Job Seekers**
- Recruiters**
- Just Hanging Out**

EVENT STARTS AT 5PM

IT DOESN'T MATTER IF YOU LOOKING TO HIRE, GET HIRED, OR JUST HANG OUT AND MEET PEOPLE WHO TALK LIKE YOU TALK AND GET WHAT YOU DO DAY TO DAY. NO AGENDA. NO SPEAKERS. NO FREE LUNCH. NEVER. JUST NETWORKING WITH I.T. PROFESSIONALS, IT'S REALLY JUST AS SIMPLE AS THAT. NETWORKING DETROIT, ONE BEER AT A TIME. THAT'S WHAT WE DO.

**HOPCAT, HUMA ROOM
DOWNTOWN DETROIT**

Read. Meet. Listen.

**Network with
IT Professionals**
See where our next event will be hosted!

Contact us at contact@ITintheD.com /ITintheD @ITintheD IT in the D

THANK YOU...



Networking Detroit, One Beer at a Time!