



**THINK LIKE A HIRING MANAGER WORKSHEET**

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**INTRODUCTION.** When you want a new job, or a career promotion, you need to think like the person who can make that decision, a.k.a. the “decision maker.” What is he looking for? What are the needs of the company or organization, and what are the skills and personality attributes desired? **Where would the “decision maker” look to find candidates?** These might be asking personal friends and colleagues, searching LinkedIn for prospects, reading industry blogs, or being receptive to the recommendations of key employees. Your job is to “reverse engineer” this process: to think like a hiring manager. **What online items would substantiate you as a qualified candidate, a.k.a. “trust indicators?”**

**JOB DESCRIPTION(S) DESIRED.** Based on the match between industry demands and your personal branding statements, what are the types of jobs or career promotions available? Write short, quick summaries of the job descriptions:

**Job Description #1:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Job Description #2:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Job Description #3:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**DISCOVERY PATHS.** Once you have an idea of the job descriptions, ask yourself how might a hiring manager “look” for persons that match these criteria? The first step is to look for candidates,

and then bring them in for a job or promotion interview. The second is to research them, online, for “trust indicators.”

**Search Path.** Where might the hiring manager search for candidates?

Google  LinkedIn  Other job sites (e.g., CareerBuilder.com, etc.):

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Industry job boards / job sites / online magazines:

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**Review / Recommend / Trust path**

**Word of mouth:** the hiring manager might reach out to business colleagues / friends / connections for recommendations (or be receptive to their suggestions). Do you know / are you connected to any of these? If so, indicate to whom and how:

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**eWom (Electronic word of mouth):** he might “post” or “ask” to social media sites / industry sites such as:

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What types of content might be “shared” or even “go viral” if any: \_\_\_\_\_

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**Interrupt.** Would the hiring / promotion decision-maker be receptive to any sort of interrupt marketing, such as a “cold call,” “unsolicited email,” or even a targeted ad? If so, explain how:

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**Browse.** Often, the hiring manager or career promotion decision-maker (or key employees who can influence them, called “influencers”) might be reading industry blogs, attending industry trade shows, or be otherwise “educating themselves” on sites like LinkedIn, Twitter, or even Facebook regarding industry trending topics. If so, perhaps by posting to these sites, creating very strong content such as blog posts, YouTube videos, infographics, you can be “found” as they “browse.” Identify any online media, both social media sites as well as industry sites or blogs, that hiring managers might be reading or following:

**Site Name / URL:** \_\_\_\_\_

**Site Name / URL:** \_\_\_\_\_

**Site Name / URL:** \_\_\_\_\_

**Site Name / URL:** \_\_\_\_\_

**OTHER IDEAS.** In this hyperconnected world, everyone can be influenced in many different ways. Perhaps it is friends or family on Facebook, perhaps it is connections on LinkedIn, perhaps it is blogs that one reads. Identify any other ways by which a hiring manager or promotion decision-maker might be “reached” or “influenced” to consider you as a job / promotion candidate and/or “trust” you as a “helpful expert:”

Other ideas to get in front of hiring / promotion decision-makers:

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