

How to Make a Memorable Impression *(and Not Become a Transaction)*

As described in Video 1, it’s critically important to be visible, make a memorable impression and stand out. While you always need to be polite, upbeat and professional, these aren’t enough to make you unforgettable. The last thing you want is to be ‘just’ another job seeker searching for a new opportunity.

This action guide is all about self-reflection. The questions below ask you to think about how you engage with people that you haven’t met before, the tally sheet offers tips and strategies to help you build stronger connections with others, based on your own personal assessment.

Ask yourself:

When you are speaking with someone that you haven’t met before, do you ask questions like:

	Yes	No
1. “How is your day going?”	_____	_____
2. “Where are you from?” and/or “Where did you grow up?”	_____	_____
3. “Do you have any hobbies?”	_____	_____
4. “What do you do for work?”	_____	_____
5. “How is work going?”	_____	_____

Once you’ve chatted for a few minutes, do you move on to questions about:

	Yes	No
1. Families?	_____	_____
2. Pets?	_____	_____
3. Professional goals?	_____	_____
4. Passion projects?	_____	_____

TOTALS: _____ _____

Tally Sheet = Your YES results

8-9

You are treating every part of your life as an opportunity, regardless of where you are (e.g. *on the street, in the elevator, in the waiting room, or at the checkout line*) and that's great! Use these same practices in your job search. You've got the conversation down, so take your practice of establishing connections even further. Pay attention to your posture; make sure your body language is open, whether you are standing or sitting - this is important. If you want to push yourself even further, try to mirror the other person's body language (*people like people who are like them*); this becomes more difficult over the phone, but you can relate to them with the inflection of your voice and by following along with the occasional "yes" or "uh-huh" to demonstrate that you are actively listening.

6-7

You're almost there! You are able to start a conversation with others and establish a basic connection, but there's always room for improvement. Take it a step further by making a goal to begin a conversation with a different person five times per week - that's just once a day, Monday through Friday! Use various techniques and ask different types of questions. Be sure to include engaging follow-up questions. Once you've mastered the ability to make these connections, you'll be fully prepared to make a meaningful impression the next time you speak with a recruiter or hiring manager.

4-5

When you are out and about, riding in the elevator or at a dinner party, don't just hope that someone else will start the conversation; you need practice being the initiator. When you develop this habit, it will become second nature; you will get better and better at asking questions that reveal answers and drive the conversation, which is necessary when you apply to jobs. You also have the power of the internet to help with your research. Unlike at a dinner party or in the grocery store line, you can do your homework on the appropriate people. This way you know a little about them already and have known points you can connect on. Use this information as ammunition to develop a relationship with whomever you are speaking with - a recruiter, a hiring manager, or the Lyft or Uber driver taking you to dinner.

2-3

Get comfortable feeling uncomfortable. Work on more ways to connect with people (*and I mean everyone you come in contact with*). In doing so, you will grow your network, expand your social capital, and those new connections could have connections to the people you want to know. Better yet, they could be the person you've been longing to meet but just didn't know it yet. The more you do this, the easier it will get and you will no longer feel so uncomfortable.

0-1

Become active instead of passive - it's not about being aggressive instead of polite, but about actively taking control of your life and/or your job search. Don't be shy or hesitant to strike up a conversation with someone. **Finding your Dream Career starts with making a connection.** Practice conversation starters with someone you are close to; when you feel comfortable enough, take that person along with you to be your wingman/wingwoman when you are ready to practice with a stranger on the street. They can be your accountability partner and let you know where you held back or did a great job engaging with another human. Remember, practice makes perfect!

No matter what your YES score was, I encourage you to read the other score results and see how you can utilize the higher or lower scoring suggestions to become more conscientious about the connections you're making. This way you will *never* be a transaction to anyone. By applying these tips, you are one step closer to Landing your Dream Career.

- Jason