



## Jean Baur, CMF

- Career Coach
- Author of *Eliminated! Now What?: Finding Your Way from Job-Loss Crisis to Career Resilience*

### Meet Jean Baur, CMF Author/Career Coach

Jean is a Senior Consultant with Lee Hecht Harrison, a leading outplacement firm, and has also worked extensively as a writer, coach and corporate trainer. Jean partners with clients of all functions and levels to help them identify and leverage their strengths, develop structure for the search process, create effective implementation plans and identify measurable success factors. Jean's trademark is her energy and creativity. She likes nothing more than helping clients realize their full potential. She recently earned the highest designation awarded career counselors, the CMF (Certified Management Fellow) from the ICCI (Institute of Career Certification International.)

The author of numerous career transition articles, Jean has written throughout her career, both as a freelance writer and publishing short fiction. She also worked as a corporate trainer for Communispond and helped revise their business writing program. She majored in English at Lake Forest College and loves to read, garden and kayak. In her spare time, she is training her dog, Bella, to be a therapy dog.

For more information about Jean, visit [www.JeanBaur.com](http://www.JeanBaur.com).

### Job Search Schedule Excerpt from *Eliminated! Now What?* by Jean Baur

**8:00–9:30:** Check e-mail, major job boards, and top company websites.

**9:30–11:00:** Review your networking spreadsheet to see who needs a follow-up call or e-mail, and reach out to five new contacts.

**11:00–11:30:** Break time. Walk the dog, run on the treadmill, have a snack.

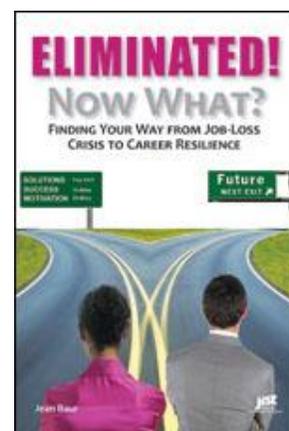
**11:30–12:30:** Research top companies and write a draft of a tailored target letter.

**12:30–1:30:** Break for lunch and errands.

**1:30–3:00:** Research professional associations, industry groups, or job search support meetings and sign up to attend their meetings.

**Note:** If you need to end your day here, include some of the networking mentioned in the 3–5 p.m. time slot. You've put in five and a half hours of work, which is enough to produce good results if you maintain this five days a week.

**3:00–5:00:** Review your networking contacts (including LinkedIn) to see whether you can find a contact at your top companies. Think about what you've accomplished and prioritize what you must do tomorrow. Write this down so that it's the first thing you see when you report to your desk the next day.





## Jean Baur, CMF

- Career Coach
- Author of *Eliminated! Now What?: Finding Your Way from Job Loss Crisis to Career Resilience*

### The Target E-mail

#### Excerpt from *Eliminated! Now What?* by Jean Baur

Use this format to interest companies that have not advertised a position and when you are not working with a recruiter. If you have a contact, just add a first line stating, “[contact’s name] recommended that I write you.” Send this type of e-mail to the person who would hire you—the decision maker—not human resources (unless you seek a job in HR, of course). Consider sending the e-mail without a resume so that you come across as a problem solver rather than a job seeker, and thus are not directed away from the hiring manager. (Also, an e-mail without an attachment is more likely to be read.)

Research is critical for maximum impact. If you’ve identified 10 companies of interest to you, research at least 4 or 5. Obtain the latest financial and product information and use it in your first sentence. For example, you might write  
*As an emerging biotech firm with three new products to prepare for FDA approval, you need a chemist with extensive analytical and laboratory experience.*

In other words, link what they need with what you have to offer. Then prove you can help them by following the rest of the following format.

Dear \_\_\_\_\_:

*(This **must** be a person’s name, spelled correctly, not a “Dear Sir or Madam or Hiring Manager.”)*

*(Pick one of these two beginnings)*

If you need a \_\_\_\_\_ with expertise in \_\_\_\_\_ and \_\_\_\_\_, we should talk.

*(Or)*

As a \_\_\_\_\_ with more than \_\_\_\_\_ years of expertise in \_\_\_\_\_, I know that I could be a profitable addition to your company.

*(Prove It!)*

For example, in my position as \_\_\_\_\_ at a large \_\_\_\_\_ firm, I:

*(List three accomplishments)*

Increased...  
Initiated...  
Developed...

*(Personalize your accomplishments)*

What I’m really good at is \_\_\_\_\_. I know the \_\_\_\_\_ market and how to \_\_\_\_\_. (You can add another example/accomplishment here if needed.) I’m certain I could do the same for your company.

I’ll call you next week to arrange a mutually convenient time for us to talk.

Sincerely,

*(Your name, e-mail, and phone number)*