

Long-Term Strategy for 2002

a 1-year War Plan

Pick your timeframe

Mission Statement

Things that I want to accomplish this year:

- List your professional, educational, and perhaps personal objectives; I am leaving parts of mine to look at as examples
- Complete Plug and Play presentation for 2002
- Convert Plug and Play into book
- Secure a new long-term contract
- Develop marketing materials to support same
- Update resume and cover letters to market self
- Continue to cultivate online job marketing
- Identify and submit to target markets
- Finish strong at current client site

Complete Plug And Play Presentation For 2002

The Plug and Play presentation must emulate what it professes; that is, it must adapt to the current situation. When the presentation was first developed in 1993, the economy was going through the post-Cold War “upsized-downsized-right-sized” period. The presentation prospered over the next eight years along with the prospering economy.

Now, the economy has gotten tight, and the structure of the job market has changed along with this. This is the time when the “pretender” technical communicators and trainers will be shaken out of that aspect of the business economy. There are people who would be better off not being in our profession; it would be better for them and better for the profession itself.

The emphasis of this version of Plug and Play will be to first evaluate yourself and evaluate your situation. First, decide now if this is the umbrella of professions for you. If not, now is the time to re-evaluate and make your change. Down times are times of introspection.

For those who are doing what they love, then now is the time to “reinvent yourself.” What aspect of the professions do you love doing best. Are you happier in a corporate environment or working for yourself? Where are the opportunities expanding? Where are the opportunities contracting? How do you posture yourself for the best ride on the next upswing? How is the Internet changing the business landscape? It was, perhaps the catalyst of the downfall, and probably will be the engine for the next upswing.

I need to complete this by April 21.

Convert Plug And Play Into Book

To convert Plug and Play into a book, I need to complete the following major strategies:

- [This is a personal goal of mine . . .](#)

Secure A New Long-Term Contract

I would like for my next position to have the following attributes:

- [Even though these things are obvious in your mind, it is good to organize your thoughts on paper – visualize it; actualize it!!! .](#)
- Be for at least six months, but preferably for a year or longer.
- Be either in Florida or in a location that offers cheap airfare to Tampa Bay.
- Be in a location that offers interesting things to see and do for us.
- Offer a good bill rate . . .
- Be in a technology that offers me growth opportunities, both in terms of either learning a new industry or expanding my knowledge in one of my industries of experience and in terms of affording a blend of writing, training, and project management using cutting-edge tools and technologies.

Develop Marketing Materials To Support Same

The marketing materials that I want to develop include the following:

- [Regardless of whether you are going for self-employed or for an employee position, you need to think of yourself as a business. What are your strengths? What are your markets or companies of interest? Develop your resume, cover letters, and identify your potential markets. Start with the areas that interest you most!!!!!! Since I am self-employed, I have to take care of marketing materials as well as the standard resume and cover letter . . .](#)
- A brochure that describes On the Write Track and its services.
- A brochure that targets the technical communication, training, and LMS-type project management market.
- A brochure that targets the automated workflow/image-based processing market

- A letter or series of letters that targets the automated workflow/image-based processing market
- A letter or series of letters that targets the technical communication, training, and LMS-type project management market
- A letter or series of letters that targets my services for the pharmaceutical industry
- A letter or series of letters that targets my services for the finance industry
- A letter or series of letters that targets my services for MIS/computer technology industry
- A letter or series of letters that targets consulting shops and that spells out my terms of business

Update Resume And Cover Letters To Market Self

You should create both a paper resume/cover letter set and an online resume/cover letter. For the online version, create both an ascii and formatted file. You will find the ascii file very useful for enrolling yourself on the online search engines!

Continue To Cultivate Online Job Marketing

This table identifies all of the search engines that I have employed, along with comments about each! To complete this task, I need to place a targeted-resume on all identified online job marketing search engines. The identified search engines and status of each is as follows:

Engine	Target Location or Industry	Registered?	Resume'?
America's Job Bank	Limited in area that you can have covered. Strictly US and strictly based on their creation of job titles.	Yes	Apr-02
beanbrains.com	Financial	Yes	May-02
Career Builder	Anywhere, but you have to select one location at a time	Yes	Apr-02
Career Site	Anywhere; a very cool resume registration and parsing. No search agents though	Yes	May-02
Dice	US General – provides search agent results.	Yes	Apr-02
Employment911	General – no search agent	Yes	May-02
ExBigFive	Anywhere	Yes	March-02

Engine	Target Location or Industry	Registered?	Resume'?
FlipDog.com	Anywhere – provides search agent results	Yes	May-02
Futurestep	Global Areas	Yes	Apr-02
GeoWeb	US – they seem to get a lot of hits	Yes	May 02
HotResumes.com	US – Automatically posts to the following additional job sites: Recruiters Online Network, American Jobs, EmployMax, 123Hire.com, and ComputerWork.com.	Yes	June 02
HotJobs	US General – provides search agent results.	Yes	Apr-02
ithideout.com	IT Positions	Yes	May 02
Job.com	US General – tied to HotJobs; forces you to specify a salary range.	Yes	June-02
JobsNet	Global – However, they only allow one selection at a time, and force you to select values from drop-down lists for majors, experience, and so forth. They may or may not match.	Yes	May-02
Job Options	US General – provides up to three search agents and up to three different resume's. Now partnering with FlipDog.com	Yes	May-02
Jobpilot	Europe General– provides search agent results.	Yes	Apr-02
Jobvertise	Global – but must select market. They offer “upgrade” for \$29.95.	Yes	Apr-02
Monster	Global Areas, Consulting – provides search agent results.	Yes	Apr-02
Recruiter Websites.com	Provides search engine of geographic-centered recruiters	NA	NA
StepStone	Europe General – provides search agent results.	Yes	Apr-02

Engine	Target Location or Industry	Registered?	Resume'?
Tech Jobs	This is a merged offering by Dice and CNET – it focuses on technology jobs.	Yes	Jun-02
Top Jobs	Europe General – provides search agent results.		
UbidContract	This search engine is geared towards consultants.	Yes	May-02
Venturi Partners	Global	Yes	Apr-02

Here is a table you can use to put your own login names and passwords for any that you decide to use! The url's logins and passwords are as follows:

Engine	URL	Login Name	Password
America's Job Bank	http://www.ajb.dni.us/fl/seeker/reg/		
beanbrains.com	http://www.beanbrains.com/JobSeekerLogin.asp		
Career Builder	http://www.headhunter.net/index.htm		
Career Site	http://www.careersite.com/		
Dice	http://www.dice.com/jobtools		
Employment911	http://www.employment911.com/asp/careertools.asp		
ExBigFive	http://www.exbigfive.com/		
FlipDog.com	http://www.flipdog.com		
Futurestep	http://www.futurestep.com/cndt12/sign_in/welcome.asp		
GeoWeb	http://www.geoweb services.com/wn_logon.html		
HotResumes.com	http://www.hotresumes.com/index.cfm?tid=signup.cfm&hot=CDNFree		
HotJobs	http://www.hotjobs.com/applicant/		

Engine	URL	Login Name	Password
ithideout.com	www.ithideout.com		
Job.com	http://www.job.com/		
JobsNet	http://www.jobs.net		
Job Options	http://ww1.joboptions.com/		
Jobpilot	http://www.jobpilot.com/applicant /		
Jobvertise	http://www.jobvertise.com/		
Monster	http://my.monster.com/		
Recruiter Websites.com	http://www.recruiterwebsites.com/index.html		
StepStone	http://www.stepstone.com/sok/		
Tech Jobs	http://jobs.cnet.com/		
Top Jobs			
UbidContract	http://www.ubidcontract.com/		
Venturi Partners	http://www.venturipartners.com/		

Identify And Submit To Target Markets

[In this section, I further define my target markets!](#) Target markets are to be based on geography and position opportunities:

Geography – Tampa Bay is at the top of the priority list, followed by Florida. Other states of interest include Virginia, North Carolina, Tennessee, and Georgia. If the position and timing were right, parts of Europe would be high on the list as well. Many other areas offer interest on a temporary basis-Hawaii, California, Oregon, Washington, Arizona, New Mexico, Colorado, certain parts of Texas (Austin, San Antonio), and most of the Southeastern US (not mentioned specifically already). The Northeast and Midwest might be considerable under certain conditions and only for certain locations.

Position Opportunities – Working in an area that I am already skilled in would be at the top of the list. This would include clients in the automated workflow/image based processing arenas. Other areas for skill strength are anything to do with training project development and implementation, particularly if the client requires a blended learning solution that includes CBT, WBT, instructor-led, technical documentation/SOP, Help Desk support, and methodology deliverable support. Want to also play Siebel CMS experience.

Finish Strong At Current Client Site

Whatever your situation, it is important that you finish the business with your current or most recent employer. For me, these objectives were very important. It was also important for me to understand, accept and “get beyond” when I lost my job!!!

Finishing strong at MMMC is critical to me. This means the following:

- Complete all remaining Alpha activities.
- Transfer all Alpha files to new owners.
- Complete knowledge transfer to new owners.
- Complete PCM System strongly with solid training program.
- Complete all related project management activities.
- Complete PCM System knowledge transfer to new owners.
- Return all equipment and desk in top condition.
- Clean out and organize all files, both electronic and paper.
- Complete backup of all files from both machines; give copies to Tom and Deb.
- Secure references and letters of recommendation.