



Stop Staring at the Pizza

You only get one shot on making a great first impression!

Article taken from my E-Book

“Out of the Box” Job Hunting Tips/Techniques/Strategies from the eyes of a recruiter.

Cutting edge principles on promoting your background and getting in front of the decision makers!

By,

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Stop Staring at the Pizza

I read this neat article about marketing and promotion and the tie into your job search is spot on. Many of you may know that I love to cook and I am Italian. So being Italian I love to eat pizza. So what does pizza have to do with looking for a job?

See, a pizza can be good. It can be tasty, with a perfectly crispy crust, sweet but salty tomato sauce topped with aged buffalo mozzarella cheese. What makes it a great pizza is knowing exactly how much of each ingredient you should use in proportion to one another.

That pizza will never, ever sell itself: At a minimum, the pizza has to be delivered or received somehow. It needs to get noticed and networked. Given how much competition there is for pizza joints, even if it's the best pizza in the world, the pizza parlor (*NY term*) will at least initially need to let people know about it, invite them to try it, tell them why you have the best pizza. That's marketing.

The Pizza is the product: just because a pizzeria has a quality pizza does not guarantee they will automatically have customers to buy their pizza.

*“But we have an awesome product why is business so slow!” “Maybe we should paint the walls!”
“Maybe we should get those fancy olive oil bottles and display them in the window!”*

This is rearranging toppings on the pizza instead of figuring out how to get people in front of the pizza to at least take a bite. They're staring at the pizza, wondering why no one is buying it and eating it. Why are you not getting interviews?

Are you mistaking product for service and marketing? Are you staring at the pizza instead of sharing it? Just because you are a great accountant or sales person does not mean companies will be knocking down your door to hire you! Stop staring at your resume and accomplishments and start getting the word out that you are the best accountant or sales person since sliced bread!

In a recent article in the NY times, the author was talking about “spiffing up your resume” in order to compete in this economy. He began to ponder that the paper resume may soon go the way of the eight track tape and the typewriter. In just a few short years our society will in fact be 95% digital and the way we communicate must reflect this not so new phenomenon.

If you have not heard of Web 2.0 I would invite you to Google the term and read up on this technology.

To save you some time, here are some examples of Web 2.0:

The technology is all around you but you may not know it is....

(mostly those of you over 40 may not know!)

WEB 2.0



YouTube, Facebook, MySpace, Twitter, LinkedIn are all examples of Web 2.0. It is more than technology; **it is about networking with people (you) and content (your profile/resume/audio presentation) and getting your message out to a wider audience and in a memorable and und forgettable way!**

As we get deeper into slower economic times, we are all going to have to get better at showcasing all the talents so we have.

Are you ready to enter the world of Web 2.0 and showcase your talent?

I can show you how.....

Example of what I mean..... This is how I am using this technology to sell my candidates! You can do the same....

A real live recording I produced – this technique got my candidate noticed and interviewed 5x faster than just sending a resume to Cyber Space.



Please listen to my audio presentation.....

http://michaelepifanio.com/audio/veritas_audio8176.php