

Julie L Bartimus Career Consulting

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Networking Handbill

What is it?

A handbill is part resume and part “what you can do for me” one-page request. It is both a strategic plan for your networking efforts and a summary you can leave behind with networking contacts to foster referrals. Even if you never share the handbill with others, it is a good exercise to identify the types of contacts and referrals you need

What is included in a handbill?

- What kind of work you want to do
- How you are qualified to do that work
- Specific target contact requests

When/why do you use a handbill?

- Share when attending job clubs and other job-search groups
- Share when you do other networking that is heavily focused on getting more contacts

Handbill layout suggestions

(Single page--one or sometimes two sides)

NAME, ADDRESS, PHONE, EMAIL (formatted as in your resume heading)

TARGET MARKET (Job Search)

Job titles, roles, levels (*e.g. Vice President or Director level position, Mechanical Engineer*)

Functions, industries (*e.g. P and L; Supervisory and team development; Logistics; Transportation, consumer products or manufacturing company*)

Company culture, location, size (*e.g. Start-up company; Company of less than 200 employees; Midwest company; Will relocate*)

SUMMARY (key accomplishments, areas of expertise, and strengths related to your job search targets) You may want to include the summary from your resume here.

TARGET COMPANIES (companies you think would need your skills and expertise and that you want to work for, listed in alpha order -- up to 20 or more -- in 2 or 3 columns)

USEFUL CONTACTS (list those who would provide you with the best information)

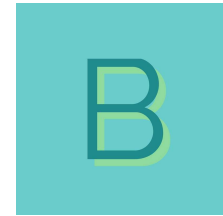
(e.g. For entry level public accounting, those with 5 years or less experience in public accounting; For a turn-around specialist, venture capitalists; For those targeting small business, the appropriate small business networks; For directors and managers, appropriate industry senior directors and managers; Also appropriate search firms and professional associations)

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A Handbill Layout, with definitions and *sample* statements

[Not all categories must be used]

QUALIFIED CANDIDATE

Location: city and state

123 / 456-7890

bestprepared@email.net

SUMMARY

- Demonstrated turnaround expertise in consumer packaging and customer service environments
- Restructured customer service department, realigning roles with talent, and increasing productivity by 35%
- Designed brand and marketing campaign, and launched a 30-product snack food line in a regional market in four months
- Can include an education/professional certification statement here (e.g., MBA, CPA, PE)

TARGET MARKET OR OPPORTUNITIES SOUGHT

- Vice President or Director level position in
- Transportation, consumer products or manufacturing
- Key Responsibilities: P&L; Supervisory and team development; logistics
- Collaborative culture that promotes from within; entrepreneurial spirit
- A start-up company seeking aggressive results in business development
- A company of <200, experiencing growth
- A company seeking an aggressive leader to produce results in a short time frame
- Will relocate (or 'will relocate to the Western U.S./Massachusetts/Atlanta area')

TARGET COMPANIES

A Company

C Company

E Company

Etc.

B Company

D Company

F Company

Etc.

USEFUL CONTACTS

- CEO's; COO's
- Chief Information Officers
- Senior directors and managers
- Decision-makers in field (e.g., particular technical, business development roles)
- Small business owners/networks of business owners
- Search firms
- Professional associations