



# Solution

## Module 4, Lesson 4 Transcript

Hello, I'm Dana Manciangli, and welcome to your free **Job or Career Fair Toolkit**. This will work to get results from virtual career fairs or face-to-face. Simply follow the steps, the scripts, the trackers, and you will see immediate results. This is an overview, so let's dive right in. Your mission at every job or career fair is to have confidence, to follow the steps of a process, and see results. Now, I've said this, and I know you've said it, that job fairs just may not be right for you.

You may think they were a waste of time. "I'll just walk around to learn." "Hey, I'm an introvert, so I'd rather have a root canal." "Companies don't hire from here," and "Nobody gets offers at these things." But using this new process here's where I think you'll land and end up thinking, "I got high-quality leads. I networked with recruiters. I found companies that I didn't even know about, or know that I would be a fit for, and I filled out my tracker, and found ten job opportunities I'm going to apply to tomorrow."

Here's what your toolkit includes, four big items. I want you to print and use each one of them, study them. The first one is your major checklist. It will walk you in detail through everything to do, and what to say, and what not to say. That's the before, during, and after of the career fair. We also want you to be ready for the elevator pitch questions. There's not just one.

There are two big elevator questions, and those are in this worksheet, so you'll be scripted, ready to be natural, but talk about yourself. We do want you to have business cards as well. Make them at home, super inexpensive and easy, nothing fancy. That's all spelled out for you. Finally, your all-important event tracking tool that you'll carry around with you at the event day.

There are three doors leading to results, before the event, during the event, and after. If you do everything through these three doors, you will then prepare, engage, and follow up. That will lead to job opportunities. At a high level, the purpose of each door is different. Door number one is all about research, preparation, and setting your schedule in motion for the upcoming event. Then during the event, your strategy is to learn, and to network, and to get names. Finally, in door number three, this is where you're going to be applying for jobs after the event. You'll be following up with everybody, and then following up again three times. I want you to be sure you see the message at the bottom of this slide. There are no shortcuts. Every door matters and your form must be excellent as you go through the steps.

Let's dive into door number one just a little bit, but remember that all of this is in your handout in your toolkit called the checklist. In door number one, you're going to be setting the logistics in motion. Register for the event, learn the schedule of the day and then schedule those specific elements of each day. Two, prepare your top targets. You're going to be researching the companies who are attending, and you can write those down on your new tracker. Script your elevator pitches, two elevator questions. Write it out. Don't worry about sounding scripted. You will sound prepared and confident. Finally, plan what to wear and what to bring.



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Place them out. Get ready for the day, and you can do all this work before the career fair, a week before the career fair. Right?

Door number two, at the fair. You're going to arrive early. Be the first. Follow the schedule that you did in door number one, and walk around, go for volume as well as quality. Both can be accomplished. These are healthy amounts of hours. You can do this. Attend company presentations and conversations with other candidates. Even virtually, you can see the conversations, the chat rooms, so engage, and listen, and take notes from all of that, not just when you are one-on-one with a recruiter. Be bold. Say the right things, avoid the wrong things, and you'll learn all of this shortly. Finally, complete your tracker. Our brains are not designed to remember everything we heard and learned, so write everything down.

Now, you finished a great career fair, and you're in door number three. Send a thank-you note to everybody you met, you saw, you spoke to, or you knew was there, but you didn't get a chance to meet them. Connect on LinkedIn. Make a personal connection request to everybody. That means that you'll use your computer, not your phone. You open up their full profile, and you write that all-important professional connection request. You'll get a high number who connect back. Then you have their email, but hopefully, you also have that person's business card as well, so you have their email. Finally, follow up on each job. Every person that can help you, I you want you to follow up a week later, so put that in your calendar, and then a week later, again—three follow-ups after the job fair.

Now, there's a lot more free help for you, including this toolkit, in all aspects of your job search, so download this PowerPoint in your tool kit, and I'll give you a lot more information. Feel free to connect with me, Dana Manciangli, on LinkedIn, and if you'd like to give this toolkit to others, or if you haven't registered for your own toolkit, here is how to get there:

It's [tiny.cc/jobfairtoolkit](http://tiny.cc/jobfairtoolkit). Again, [tiny.cc/jobfairtoolkit](http://tiny.cc/jobfairtoolkit).

We look forward to you seeing great results from the job and career fairs that you attend.

Thank you,

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