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**2008 Volume 6**

**From John Hadley Associates**

**June**

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Dear John,

Welcome to my June issue of **Career Tips**. Let me know what issues you would like to see me tackle, and challenges you're facing on which you'd love to get advice, at Advice@JHACareers.com. And be sure to forward this issue on to anyone you know who might benefit from advice on how to market themselves to accelerate their career growth or career search!

Throw Away Your Elevator Pitch!

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By now, you must know I'm a big proponent of having a strong marketing message, and its power to jump start your networking efforts.

And everyone knows that the *Elevator Pitch* (often called the "30 Second Pitch") is a staple of networking events, particularly business-oriented ones.

**So why do I say to throw away your *Elevator Pitch*?**

**Because at least 80% of the *Elevator Pitches* I hear are fatally flawed. They are focused on You and What You Are About, instead of What I'm Interested In Hearing!**



This is a combination of bad (or no) training and a flawed understanding of the purpose. And that people are trying too hard to fill the 30 seconds.

30 seconds gives you the luxury to say too much, so you do! If you were forced to communicate your pitch in just 10 seconds, what would you take out? What would you leave in?

For example, **if I only have 10 seconds, why would I bother with my job title, and a laundry list of my 'target' prospects?** Why not get right to the point of what I can offer a prospect, and say something like, **"I help professionals turn interviews into job offers" or "I help job seekers who are frustrated with their search"**? That's what equips the listener to understand how I can help them, or how I can assist others they might know who are in that situation.

At one networking meeting, I heard what on paper would have been a quite polished and effective 30 second pitch. However, the person delivering it kept halting, looking at the ceiling, trying to recall his memorized speech, stumbling over the words and delivering it in a stilted manner. By the time he was done, everyone in the room was as embarrassed as he clearly felt. I can guarantee he didn't get any meaningful connections delivering that speech!

The longer your 'pitch', the more chance you'll fall into that trap. Rather than focus on filling the time, start with the shortest possible pitch you can deliver, even if it's just your name and one sentence. Deliver it passionately and naturally, smiling and looking your audience directly in the eye. Only when you get very comfortable and effective with that, should you even consider adding a second or third line, or try to actually fill the 30 seconds.

**So the next time you are asked to give an Elevator Pitch, try just standing up and saying something like "I'm Jim Smith, and I help financial services companies dramatically reduce their operational risk."**

Find out more about Marketing Messages at:  
<http://www.JHACareers.com/30SecondPitch.htm>

### **Québec City, June 16: Breakfast for Entrepreneurs**

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If you're attending the upcoming Society of Actuaries conference, you can't miss if you sign up for the Monday morning *"Breakfast for Entrepreneurial Actuaries,"* where I will share my own personal roadmap for success in answering the question: **"What will it take for me to be successful in running my own business?"** I hope to see you there!

Secrets to Crafting a Compelling Cover Letter!

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Have you heard that *"no one reads cover letters?"* They don't. And as long as you think of what you are writing as a "Cover Letter," you won't have much success.

On the evening of **Thursday, June 19**, I'm going to demonstrate the template I share with my 1- on-1 clients for **turning bland "Cover Letters" into engaging Marketing Letters!** I will walk through real life examples, sharing my insights as to what works, what doesn't, and why. **You will leave with a clear roadmap for crafting "Cover Letters that Hiring Managers WANT to Read!"**

This workshop is for the American Society of Training and Development's Northern

NJ Chapter, and the public is welcome. If you're in the area, come on down to the Wayne, NJ public library! (Details are provided at the link below.)

Find Out More at <http://www.nnjastd.org/node/397>

### **The Career Accelerator**

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Last issue I announced the introduction of my **Career Accelerator blog** at: JohnHadley.JHACareers.com

I've posted several items there so far, and I'd love to read and respond to your comments.

If there are other topic areas you would like to see covered, just post them in a comment and I'll set them up. Help me get some really good discussions going!

Dear Career Tips: (Seeking Better Increases)

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I have a question in regards to yearly reviews being related to annual increases.

I moved to this current position (company frowned upon the move) a year ago, because of the financial growth potential. Year after year I had received so-so reviews and was constantly being told they have to leave room for growth for next year's evaluation, and that I was at the top of my pay scale and that reviews are not linked to the raises.

I'm an overachiever/perfectionist with a strong old fashioned work ethic. I do things that are not expected of me, but that will impact my company in a good way. However, I am a person that does not like being taken for granted and unappreciated.

Recently, I had my annual review and my manager overall gave me a positive review, but discouraged me for my going above and beyond the call of duty. I felt very confused after that. I believe you should encourage this type of imitative. Co-workers may frown upon some of the habits I have which I feel are just plain old-fashioned good customer service, but they are afraid if I keep this up it will become policy and they will have to do real work.

Therefore, my question to you is when annual appraisals are given (if any) this year, do I bring this up to negotiate my salary or do I take my skills elsewhere? The cost of gas takes a big chunk of my salary, but our healthcare costs are very cheap. However, a job with more money does not always mean I would be happier.

### **Dear *Seeking Appreciation*:**

There are a lot of elements to this.

- What was behind the company frowning upon you moving to the new role? (That seems like a red flag to begin with.)
- While I can understand that when you were at the top of your pay scale, your increases were limited, this should have had no impact on your performance reviews. They could have given you outstanding reviews and still limited your increases to

cost of living or below with that same excuse. What was really behind the so-so reviews? What exactly did they say about your performance? (Another possible red flag.)

- What reason does your manager give for not wanting you to go above and beyond the call of duty? (A third red flag.)

With the combination of red flags above, it's possible the company culture (or at least that operation's culture) just isn't conducive to what you want to achieve. That's something you should examine very carefully in deciding your next move.

As to negotiating your salary, it doesn't seem as if the extra work you are doing is valued by your manager, so it isn't clear how emphasizing that would help you get a better increase. You need first to get inside your manager's head. You need to understand what he/she values, what his/her issues are, and what keeps him/her up at night. Then you can explore what you can do that he/she will truly appreciate, that might help you achieve a higher increase, or a promotion to a new level where you can earn higher raises.

Submit YOUR questions to: [Advice@JHACareers.com](mailto:Advice@JHACareers.com)

Learn the Keys to Selling Your Achievements at:  
<http://www.JHACareers.com/SYACourse.htm>

**About John Hadley Associates**

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I provide Career Search Counseling internationally for job seekers who are frustrated with their search, teaching them effective techniques to get the Best Job Now! I also work with professionals struggling to increase their visibility so that great opportunities will find them.

[Visit our website for free Career Resources!](#)

Contact Information

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