

What's Next



JOE WALLING

Overview

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- About Me
- Bad News/Good news
- Goals
- Considerations
- Marketing yourself

About Me

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- Have run the GSP Developers guild for 12 years
- Have been developing software for 25+ years.
- Run Walling Info Systems LLC a company specializing in improving software development processes and developing custom software.



Bad News/Good News

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- **Good news**
 - IT unemployment is extremely low
 - Upstate growing

- **Bad News**
 - Looking for employees with experience

Improving Chance of Finding a Job

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- Have relevant experience (i.e. write software or administer network)
- Attend professional events and network
- Optimize LinkedIn profile
- Blog or write relevant articles
- Find a mentor
- Internship – even if it is unpaid
- Make sure all of your friends and relatives know when you are on the job hunting trail
- Talk with all the major recruiting companies in the area

Don't...

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Sit at home
waiting for the
phone call

How to Get Experience

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- Find a non profit or for profit company that needs something you can do and do it for them free.
- Create a product of your own desire
- Bid on projects via project web sites
- Ask your mentor for advice

Bid on Projects

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- **Sites**
 - Elance.com
 - Guru.com
 - vworker.com
 - Odesk.com
- **Different levels – upgrading account has advantages**
- **Choosing projects**
 - Posted by person or company with multiple projects
 - Good feedback
 - High percentage of projects awarded

People Do Business With People They

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- Know
- Like
- Trust

- What is the significance of this?

Tips for Successful in Business

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- Always look for win-win
- Always look for how you can add value to situations
- WIIFM
- Smile and be upbeat
- Communicate
- Don't oversell yourself – under promise and over deliver
- Listen

How Much Value Can You Add?

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- Save money
- Save time
- Make money

Ask for referrals

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- Family
- Friends
- Clients – previous and current
- Employers – previous and current
- Coworkers – previous and current
- Neighbors
- Children's friends parents
- Centers of influence
- Clubs, organizations, associations, church

Gain Notoriety by Speaking

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- Associations
- Chamber of Commerce
- Local service organizations like Kiwanis, Rotary, Lions, etc...
- Corporations or non profit organizations

Writing

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- Books
- Blogs
- Articles – get others to pass them on by submitting them to article sites. Include resource box.
- Booklets, special reports, and white papers

Other Things to Gain Exposure

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- Web site with portfolio
- Do things for free
- Help on forums
- Listen

Do Things for Free

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- Law of reciprocity
- Be sure you are giving of yourself without expecting anything in return. People will sense if you are doing it to get something.
- Or you can give things away that are useful to person such as books or software.

Eyes Wide Open

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Problem =
Opportunity