



Employment & Training Solutions

Job Search Cooperative

What is a job search cooperative?

- A job search firm operated by Mature Services, staffed by you and your fellow job seekers
- A way to develop placements by tapping into the talent of the job seekers
- A unique work team environment that allows you to help other job seekers while they help you
- A learn-by-doing approach to targeting and developing unadvertised jobs

Who is eligible to attend?

What is the cost?

- There is no cost—CONNECTIONS is FREE to anyone 50 or older.

Where can I register?

- Contact _____ Phone no:



In cooperation with:

Meeting schedule

When: 1st & 3rd Monday of the month

Where: LakeOneStop office

177 Main Street

Painesville, Ohio 44077

Tips for Developing a Local Job Search Cooperative

Positioning – A job search cooperative is not a job seeking skills training program, but a job search implementation program. Members agree to form a job search firm that offers direct placement services to other members. A job search cooperative is also not a networking group, but rather a work team approach to marketing its members directly to employers.

Narrow Focus – Keep the focus of the cooperative very narrow and drill down deep. The primary activity is extensive targeting and consultative marketing to generate job leads for members. The secondary activity is to train new members how to conduct targeted job search strategies.

Members Agree to Market Other Members – Like other cooperative movements, a job search cooperative members are both providers of services as well as beneficiaries. This helps leverage more services as new members join.

Linkage with Workforce Program – As members conduct their marketing campaigns on behalf of their members, the process will generate additional job leads that members can't fill. In such cases, they will need to forward the job lead to a program that can identify other possible candidates to serve the customer (employer).

Follow the Principals of Consultative Marketing – This approach focuses on active listening techniques to uncover employer needs and refer candidates that can help solve problems and bring value to the employers.

Focus on the Unadvertised Market – Use the resources of the Public Library System such as ReferenceUSA to target companies and individuals for direct contact. Don't rely on online job boards or classified ads to generate leads.

Cultivate Membership Talent – Each member needs to be willing to make cold calls but additional tasks can include training new members, or updating LinkedIn group portfolios. Keep the activities task orientated.

Some Practical Aspects - An ideal situation is a flexible office space with phones and computers with internet access. An alternative is establishing job search partners that agree to dedicate some time to marketing each other combined with an active LinkedIn group dedicated to a job search cooperative.