

# DODReads Skill Bridge Program outline

In every networking interaction give  $\frac{2}{3}$  take  $\frac{1}{3}$

9/28/2020

**Background:** DODReads is a startup company with three paid workers and a cadre of over 20 volunteers. The owner, [John](#), transitioned out of the military in 2020 and is committed to helping interns with the time, networking skills & resources during their [skillbridge internship](#) they need to successfully transition. This is an online-only, 10-40 hour per week internship.

**Note:** While we are currently not pursuing any new workers; however, we would consider hiring after completion of a successful skillbridge internship.

## Phase Zero: Is this a good fit?

- **Follow our work:** [Newsletter](#) - [Twitter](#) - [LinkedIn](#) - [Facebook](#) - [Instagram](#) - [Goodreads](#) - [Podcast](#) - [Twitter for podcast](#)
- **Read our story:** <https://www.dodreads.com/admin/dodreads-story/> and watch our [video](#)
- **Write an article or two:** [Leadership](#), [Review](#), [Back page Notes](#) (consider this your resume)
- If you resonate with our mission, are willing to write and network, let's set up a call to talk on [Calendly](#)

## Phase One: Discovery

- (1-2 hour phone call/s) What are your post military goals? What can you do now to contribute to those goals? What path do you want to take? How can I help? How can DODReads help? Do you see the value in networking?

## Phase Two: Learn how to leverage LinkedIn for your personal job search

- Add DODReads in your experience section: LinkedIn -> View profile -> Experience -> +
- (5-10 hours) LinkedIn optimization course → <https://www.linkedin.com/>
- (2 hours) Sign up for LinkedIn [Premium](#) then set up a coaching call with [John](#) for guidance on the below items → [Calendly](#)
- (10-40 hours) Using the techniques you just learned get to 500+ connections on LinkedIn
- (2-3 times per week) Find a niche and post on that niche; network your tail off.

## Phase Three: Find an interest and LEARN

- (40-80 hours) Utilize [LinkedIn Learning](#) and other internet resources to learn about your chosen interest. While there are many free courses out there, we are also willing to consider funding a paid course.
  - **Search Engine Optimization:** how to get a webpage to the top of google/bing
  - **Web Design:** Design the front end of a website; more graphically focused
  - **Web Development:** Design the back end of a website; more technical focused
  - **Editing / Copywriting:** Edit and write interesting content that causes people to take action
  - **Graphics / Video design / Art:** Design graphics, infographics, color schemes, videos, ect,
  - **Monetization / Business Development:** Research opportunities to earn money from online activities
  - **Outreach / Network building:** Build a network with other senior leaders
  - **Social Media:** Learn how to use leverage social media for the greatest impact
  - **Process Development:** Build smooth and efficient processes for DODReads operations.
  - **501C(3) Development:** Develop options to convert DODReads into a 501C(3)
  - **Military Leaders tools:** <https://www.dodreads.com/officers-toolkit/naval-officers-toolkit/>
  - **Content Development:** Create valuable content for a military audience
  - What else? What else can help both you and DODReads.com?

## Phase Five: Contribute - get hands on experience in your chosen interest

- Continue to actively post on your social of choice about what you are learning and what you are doing. Start to be seen as a veteran leader in that nitch.

## Phase Six: Leave a Legacy

- Improve a process in our playbook in your chosen interest. After you depart, keep us in your network and let us know how we can help you throughout your career.