



CONNECTIONS

EMPOWERING EMPLOYMENT SUCCESS

Job Search Success Strategies Part II



Those who don't plan for success, plan for failure. Successful job seekers take the time to prepare their resume, social media profiles, their voice mail and a personal brand statement to stand out from the crowd. Learn how to prepare your job search tools to WOW recruiters and hiring managers.

Part two of this workshop covers several critical areas of job search strategy:

- Preparing Your Resume
- Cleaning Out and Updating Your Voicemail
- Updating Your LinkedIn Profile
- Cleaning Up Your Social Media
- Creating Job Alerts
- Developing Your Network
- Enhancing Your Employable Skills Sets
- Building Your Personal Branding Statement

Preparing Your Resume

When you are ready to apply for a desired job, give yourself some time to prepare your resume correctly. A good resume will not only highlight your skills and experience, but should also be customized for position. Tailoring your resume allows you to match your skills, accomplishments and expertise to the employer's requirements.



After you have completed your resume, have someone look it over. Getting a second or even a third opinion can pinpoint errors you may have missed, as well as help provide suggestions for improvement that you may have not considered.

Success Tips for Preparing Your Resume

- Use the standard section heading and subheading titles when preparing your resume.
- Read the job description thoroughly. Add specific keywords, required and preferred skills found in the job description into your resume content.
- The font used should be legible and contemporary. Font styles such as Arial, Calibri, and Helvetica are good choices. The font size should be either 11 or 12, large enough to be easily read.
- Include accomplishments that highlight the skills and experience required in the job position. Take the time to quantify your skills and accomplishments. Adding quantifiers will add value to your skills and background. Which sounds better:
 - *“Answered phones and provided exceptional customer service.”*
 - *“Answered a six-line phone system within four rings, providing exceptional customer service to earn 80% ratings on customer satisfaction surveys consistently.”*

Cleaning Out and Updating Your Voicemail

Your voicemail is an important part of your job search that is often overlooked. When you start your job search, one of the first things you should do is clean out your voicemail inbox. You do not want to miss a call from a hiring manager because your voicemail inbox is full. It reflects poorly on you, is unprofessional, and could cause you to lose valuable interview offers.

You should also take the time to review and update your outgoing message. The recorded message should be brief, professional and easy to understand. Go into a quiet room and record a simple, "Hi, you've reached (your name). I'm sorry I missed your call, but if you leave your name, number and a brief message, I will get back to you as soon as possible. Thanks!" Have a friend or family member call your voicemail and give you feedback on your outgoing message.

Updating Your LinkedIn Profile

Your LinkedIn profile is one of the first things that recruiters and hiring managers look at when considering you as a candidate. Your profile needs to be an up-to-date, living record of your professional career.

Spend some time updating your profile to reflect all your accomplishments as well as your branding statement. A compelling profile showcases the value you offer as a potential employee.



Success Tips for Updating Your LinkedIn Profile

- Ensure that your profile picture is current and represents you professionally.
- Your "About" section is the heart of your profile and should summarize who you are and what you bring to an organization.
- Turn on your job search preferences so recruiters can see that you are interested in new opportunities.
- Actively spend time on LinkedIn each day by updating your profile, joining and interacting with groups, job searching, or developing your connections.

Cleaning Up Your Social Media Accounts

Some companies may screen applicants for a job by reviewing their social media accounts. Hiring managers may Google your name and review the results to get a better picture of who you are.

To prepare for your job search, Google yourself to find out what information about you is online. Check each page in the results to see what a hiring manager will find. Is the content positive, accurate, or even relevant? Is there any information shown from old accounts that you can close down? Cleaning up these results will help you control your personal and professional brand.



In today's society, the line between professional social media and personal social media is blurred. Employers are under a lot of scrutiny for the things that their employees say off the clock and therefore are taking a closer look at an individual's personal social media when considering them as an applicant.

Start this process by polishing up your profile photos as this is often where the first impression is made. You want to control your professional image on social media, so refrain from posting and commenting on controversial topics. This includes political or religious rants, vulgar or violent language, even photos of you partying with friends. Consider the impression that will have on a potential employer. You show off your best qualities in your resume and interviews, so be sure that your social media accounts reflect those qualities as well. Your goal is to create a consistent professional brand statement.

Creating Job Alerts

Job alerts are email notifications which are sent to you from employment websites whenever job matching your search preferences are available on their site. When you create a profile with employment websites such as LinkedIn, Google Careers, Career Builder, Indeed, or Zip Recruiter, the site will allow you to set up search parameters such as job title, distance of travel, job level, etc. The website will send an email or text notifications to alert you when jobs matching your requirements are posted. You can create multiple job alerts to stay updated for a variety of new job postings that match your preferences. Here some examples of how to set up job alerts.

LinkedIn

- Perform the search that you want to create an alert for.
- At the top of the results page, there is a toggle switch to create a job alert.
- Select how often you would like to receive your alerts and how you want to get notified.
- Click save.

Google

- Perform the search that you want to create an alert for.
- At the top of the results page, there is a toggle switch to create a job alert.
- You will receive a weekly email with new jobs matching that criteria.
- Manage your alerts from the alerts page (bell icon).

Indeed

- Perform the search that you want to create an alert for.
- At the top of the results page, there is a box to "Get new jobs for the search by email".
- Enter your email address and click "Activate".
- Manage any alerts through your subscriptions page.

Developing Your Network

Networking is an essential component of any successful job search. Whether you realize it or not, you are networking every day. **Networking is nothing more than getting to know people.** Everyone needs to network. People want to do business primarily with people they know and like. The more you develop your network, the greater your job search opportunities. Networking will not only help you get a job, it helps to create job satisfaction and can even lead to promotion.

The best way to start networking is to develop your existing network of contacts. Focus on building relationships with your family and friends and *their* family and friends. Don't ask your connections for a job; ask them for advice. Asking for a job comes with pressure and strings attached that most people do not appreciate, but everyone wants to give advice and help.

Expand your network by attending virtual networking events. Search for virtual Meetup groups in your area or check Event Brite for virtual professional networking events. Become active on LinkedIn's Groups to meet other professionals in your industry or similar industries. While reaching out to people virtually can feel daunting, it is essential to connect with other professionals to expand your network. Being able to meet people with similar interests will allow you to discuss current trends and issues while finding out what skills are valued, what training is needed, and what people love about their jobs within specific industries.

For your job search, create a spreadsheet to track your networking connections and activities. Once you have made a connection, write a note about the conversation you had with that person. Include details of the discussion in your contact list and use that information to follow up and send information or stories that may interest the person. This type of communication is a great way to keep the relationship engaging. If you asked the connection for help or advice, don't disappear. Provide updates and let them know how their assistance helped you.

If you approach networking with the right attitude of generosity, appreciation and consistency, you will grow your network over time and see a valuable return for the time and effort invested.

Enhancing Your Employable Skill Sets

During your job search, take the time to bolster your resume by reading professional development books and learning new skills which will help you become better at what you do or allow you to pursue a different career field. Is there a specific skill you would like to develop? If you are transitioning into a new career, is there a particular certification that you need? Considering these questions will help you identify which books to read and courses to take.

Some of the benefits of upgrading your skills include:

- Increased self-confidence
- Improved marketability and competitiveness
- Greater resourcefulness
- Better career opportunities



Webinars are a great way to learn more about specific topics in a short time. They are typically guided by someone in real-time, allowing you to interact and ask questions. Sites like [Career Confidential](#), [E-Learning Industry](#), and [Hubspot](#) offer free training resources on a variety of Professional Development topics.

Investigate taking professional, extended digital courses through sites like [LinkedIn Learning](#), [Udemy](#), and [Skillshare](#). These courses are self-led, allowing you to work at your own pace but require more critical thinking as there is no instructor to help you if you have questions. Many of these courses will provide a certificate upon successful completion.

What are some of the skills you would like to add to your skill set?

Building Your Personal Brand Statement

You have a brand. Your brand is the perception of you held by the world. It is a combination of your attributes, values, drivers, strengths and passions. Your brand is your reputation. It is the total experience of how others relate to you.

Consider how others describe you and how you want them to describe you. Do you need to adjust your professional marketing campaign to showcase your valuable skills more effectively?

Building a great personal brand starts by being self-aware and being able to identify what makes you a desirable candidate and what makes you stand out from the rest of the candidates. Understanding what you have to offer helps you create a stronger alignment with the needs and values of potential employers.



A strong brand statement is built by knowing your strengths, weaknesses, values, passions and purpose and combining those attributes into a statement that reflects who you are professionally. Read through the brand statement provided. This is an example of an effective personal brand statement.

Now **your** turn! In the space provided, draft your own branding statement.

Job Search Checklist

The best way to be successful in your job search is to get organized. Use the attached Job Search Checklist to track your job search and become a more productive, successful applicant.

Job Search Success Item	Completed
Organize and Track Your Job Search in Excel or a Notebook	
Create or Update Your Budget	
Calculate Your Bottom-Line Salary Number	
List Your Job Requirements and Non-Negotiables	
List Your Concrete Skills and Transferable Skills	
Write Down 5+ Work-Related Accomplishments from Previous Jobs	
Create/Update Your LinkedIn Profile	
Update Your Resume	
Create Job Alerts on Online Job Sites	
Search for Jobs on Targeted Company's Websites	
Add to Your Employable Skillsets	
Develop Your Network	
Clean Out and Update Your Voicemail	
Google Yourself	
Clean Up Your Social Media Accounts	
Practice Your Elevator Speech	
Test Your Video Interview Setup	
Prepare and Practice Answering Difficult Interview Questions	
Contact Your References	
Take Care of Yourself	