



How To Find Your Next Job

A- Stay “PEF” (positive | enthused | focused)

B- Define what you want

1- Which industry am I pursuing?

You may decide to stay in your current industry. Or you may decide to branch out into a new industry. If you are moving into a new industry, it is imperative to understand your transferable skills. These skills can be used in any industry – for example, sales, marketing, accounting, management.

2- What type of role do I want (e.g., entry-level account representative, sales manager)?

Be realistic. If you recently graduated, targeting a senior-level position will set you up for failure.

3- What responsibilities should my “right” job have?

Organizations may use different job titles for a role you are targeting. For this reason, it is important to define the responsibilities you are looking for in your “right” job. Look at job descriptions for jobs that interest you to collect ideas. This additional information will help you determine if a job opportunity is really the right fit for you.

4- What companies do I want to work for?

If you don’t have a list of companies you’re targeting, then Google your industry and location. This search will help identify companies you may want to consider.

5- Where do I want to work?

Are you willing to relocate? If you live in a large metropolitan area, do you have commuting limitations?

6- What is my acceptable salary range?

Use your current income as a guide. If you are looking for a pay increase, define how much you want. Some job descriptions state pay will commensurate with experience. For this reason, it’s important to know your target salary range.

7- What type of benefits do I want?

Benefits include paid time off (e.g., sick time, vacation, holidays), retirement savings (e.g., 401k, pension plan), health insurance (e.g., medical, dental, vision), etc.



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C- Update resume

1- Add a professional photo to the top left-hand corner of your resume.

Notice how LinkedIn requests a photo – similar to most social media sites. A photo adds a human connection. For a professional photo, go to a local photographer or to a department store such as Sears or JC Penney. Make sure to purchase your photo in digital format in order to upload to LinkedIn.

2- Replace your address with your customized LinkedIn URL.

Historically, an address was important to send correspondence (i.e., your rejection letter). But in today's world, we have email and LinkedIn. Most recruiters use LinkedIn to learn more about you. To customize your LinkedIn URL look at the top menu. Scroll over "Profile." Then select "Edit Profile." Look under your photo and select "Edit" next to your existing URL. Look at the right margin and scroll down. Select "Customize your public profile URL." Change it from numbers to your name. If you have a name that is easily misspelled, consider abbreviating your name for your URL. Your goal is to make it easy for recruiters to type in your URL to find your LinkedIn profile.

3- Keep your font and effects easy to read.

Some fonts have "feet" which make it difficult to read online. When a recruiter receives your resume more than likely, they will review it online. Font effects are tempting to use but again may be difficult to read online. Too many font effects on your resume can be distracting when looking at your resume online. It is best to stick to bold or font size changes.

4- Remove the summary at the top of your resume.

With stacks of resumes to review, recruiters will skim through your resume to see if you fit the job they are trying to fill. To better use their time, they will go immediately to your work experience. Your summary takes up valuable space. Delete it and add more substantial work experience. Recruiters are skilled at reading resumes. They do it for a living. They don't need you to summarize your experience. They can easily do this task when they review your work experience. Consider using your summary statement in your LinkedIn profile.

5- Separate your job responsibilities from your accomplishments.

Your job responsibility is fairly generic. However, your accomplishments will make you stand out. In baseball, we know the responsibility of the batter – to hit the ball. How does a batter stand out? He stands out by his accomplishments – his RBI (his hitting statistics for enabling a runner to score). Your bullets in your resume need to highlight your accomplishments. Add statistics where possible.

Use the following format (keeping everything aligned to the left):



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COMPANY NAME (year begin - year end)

Job Title [insert short description of responsibility]

- [insert accomplishment #1 | quantify where possible]
- [insert accomplishment #2]
- [insert accomplishment #3 only if you want to highlight this job - otherwise list two accomplishments]

6- Add organizations and other accomplishments.

After listing your professional experience, then highlight your awards. You may consider segmenting activities and renaming it "Community Involvement." Keep your formatting consistent -- ORGANIZATION NAME, Role, (year begin - year end).

7- PDF your resume.

Most programs allow you to save as a PDF ("Portable Document Format"). Sending your resume in this format will allow recruiters to easily open your file. They won't waste time figuring out compatibility with the version or program you used to create your resume. Again, they have stacks of resumes to review. If they can't easily open your information, then they move on to the next resume.

D- Cover Letter

Cover letters may or may not be read by the recruiter. However, the hiring manager more than likely will read your cover letter. However, more time will be spent reading your resume. For this reason, keep your cover letter short and to the point:

"Attached is my resume for consideration for the [insert job title here].

My three key qualifications include:

- (1) [insert one sentence that aligns with the job description]
- (2) [insert one sentence that aligns with the job description]
- (3) [insert one sentence that aligns with the job description]

If you need additional information, I can be reached at [insert email] or [insert phone number]. I look forward to your response."

E- LinkedIn

1- Create a separate email for your job search.

This action prevents opportunities from getting buried with all your other emails. For example, Joe Looking is searching for a job in Boston and uses Google to create jlookingboston@gmail.com.

2- Adjust your activity broadcasts as you update your profile;

otherwise, your connections will be notified every time you save changes to your profile. Here's how to adjust your profile.



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Log into your account.
Place cursor on your picture in the top right-hand corner.
Select "Privacy and Settings" from the drop down menu.
Scroll down and look for "Privacy Controls."
Select "Turn on/off your activity broadcasts" and make changes.
Select "Who can see your activity feed" and make changes.

3- Input your resume.

Develop a summary statement to begin your profile. Upload a professional photo. Take time to add organizations, publications and other accomplishments.

4- Make your profile viewable by all.

This action grants those not connected to you (e.g., recruiters, future employer Human Resources department) permission to view your entire profile for opportunities. Under "Privacy Controls," select "Change your profile photo & visibility."

5- Create a job search.

Place your cursor on "Jobs" on the top menu.
Select "Find Jobs" from the drop down menu.
Type in a key word to search for jobs.
Once list propagates, refine the search in the box on the left.
When you are satisfied with the refined search, click on "+Save" on the top right-hand corner of the list. This action will save your search criteria. You can rename the search and select how frequently you want updates sent to you.

6- Follow target companies.

Most companies will post job opportunities before hiring a recruiter. When you follow a company, you'll be notified of updates and when they post new job opportunities.

Place cursor on "Companies" on the top menu.
Select "Search Companies" from the drop down menu.
Type in a key word to search for companies.
Once list propagates, refine the search in the box on the left.
Place cursor on company name and select "Follow Company" located on the right-hand side of the shaded box.

7- Join groups to learn about job opportunities and networking events.

In the top menu, select "Groups," then "Groups Directory."
In the "Search" box enter key words related to your industry or education background.
Your search results will include a description of the group and who "owns" or monitors the group.



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Click on the owner to see if he/she is someone you want to include in your professional contacts.

Look at membership to see how many people are in this group.

Once you are accepted, then you can see jobs posted to the group – which will be specific to your needs.

You may also post questions as a way to increase visibility and showcase your expertise. Make sure you follow the group's guidelines.

8- Notify your connections about your job search.

Draft a message that is brief and specific about the opportunity you are looking for. Avoid saying you are looking for "anything." You will receive more help when you are specific. Send each message individually. People tend to respond if you directly send a message versus including them in a message with 20 other connections. Suggest meeting local connections for coffee. Reconnecting in person has the most impact.

9- Use status updates to showcase your business expertise.

What do you want to be known for — what is your brand? Shift posting about what you are doing to posting about things you find interesting. For example, post links to articles pertaining to your industry. Make sure to include a comment to showcase your expertise.

F- Apply online to each of your target companies.

Although many companies will receive your resume in PDF and have access to your LinkedIn profile, it helps to have your information inputted into their database. They use this database to find potential candidates for job opportunities. If you only attach your PDF, the database cannot search your content.

G- Business Cards

Get them. Do not print yourself because paper quality is noticeably flimsy. First impressions count. Use the service from an office store (e.g., Staples, Office Max). Many stores offer you the option to create online and pick-up at the store. Choose something simple – stay away from non-professional designs. Even if you are currently employed, buy business cards with your personal contact information. Use a font that is clear (beware of "feet" on fonts) and large enough to easily read. Include your professional headshot on your business card and add the following information:

Full Name ("Nickname")
Email
Phone Number
LinkedIn Customized URL



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H- Practice your 15-second pitch.

Use information from “B” to develop a 15-second response to “What are you looking for?” Practice in front of a mirror. Watch your body language – keep eye contact, stand straight. Also, record your response and listen to it.

I- Practice responses to interview questions.

Practice, practice, practice. Record yourself – notice body language and words you use. Do not sound like a script. Make a list of commonly asked questions. Remember the person interviewing you have heard many people respond to his questions – find a way to stand out from the crowd.

J- Networking events.

Go to them. Identify 3 topics you can talk about to start a conversation. Use caution if you talk about personal matters, politics and religion. Sports and industry-related news are usually safe. Target meeting at least one quality person at each networking event you attend. After the event, take time to follow-up.

Connect to person on LinkedIn.

Request a follow-up meeting – specify date/time in request.

Follow the company they work for if they have opportunities you are looking for (see your response to “A”).

Look at their connections to see if there is anyone that can help you find a job.

K- Track activity level

Your activity level is directly related to how quickly you find a job. Your activity must be productive. Initially, you’ll spend time online getting set-up on LinkedIn. But the way you will find a job is by meeting people in person, not by applying to jobs online. Target at least one networking event where you meet individuals in your profession. Target at least one meeting a week with one of your connections. Increase this activity level to quickly find a job.

ABOUT THE AUTHOR:



Niv Persaud, CFP®, CDFA™, CRPC®, is the Founder of Transition Planning & Guidance, LLC. Her firm bridges the gap between financial planning and coaching. As a Transition Consultant, she offers sage advice in all aspects of life – financial, personal and professional. Niv has over 20 years’ business experience as a strategy and finance executive. Her experience includes management consulting, executive search, operations and sales. Her work history includes firms such as Korn/Ferry International, Northern Trust, Merrill Lynch and Commerzbank AG. Her services include spending plan development, divorce financial review, life strategy and professional progression. Niv actively gives back to her community through her volunteer efforts. She believes in living life to the fullest by cherishing friendships, enjoying the beauty of nature and laughing often – even at herself. Her favorite quote is by Erma Bombeck, “When I stand before God at the end of my life, I would hope that I would not have a single bit of talent left and could say ‘I used everything you gave me.’”