

# Get Creative with your Job Search

Flooding the internet with your resume won't land you that next job. These strategies will!

## 1. Get clear on what you want

**Before starting your job search, take the time to reflect on your strengths and weaknesses and the type of work you enjoy doing.**

**Check out on-line career assessments if you need help. The better you know yourself, the more likely you'll find a new job that provides you with satisfaction.**

**What's most important to you-- title, money, promotion, the work itself, location, or company culture?**

## 2. Create a Bucket List

Once you know what you want, identify 10 companies where you'd love to work.

Read company web sites and publications about the company to learn more.

Check LinkedIn for existing connections. Ask your network for introductions; connect with insiders for informational interviews.

Contact companies directly.

Consider volunteering.

## 3. Tailor your cover letter and resume to each job

Your cover letter and resume are critical tools of a job search. Make sure these documents are customized to the position.

Use the language and key words from the job posting.

Make sure the resume is achievement oriented---not a list of job duties you've performed. Include only information relevant to the position.

Show your value and make it obvious that you're a good fit.

## 4. Create your online career brand

Building your brand simply means showcasing your expertise and passion online where employers searching the internet can find it.

Most recruiters use LinkedIn as their primary search tool. It's a great resource for finding people working at companies that interest you and also for positioning yourself to be found by recruiters and hiring managers with relevant openings.

Check out YouTube and/or the LI help section to get started on a LI profile if you don't have one.

USE Linked to your advantage. Join groups, contribute content, ask questions and make comments.

## **5. Build, cultivate, and utilize your network of contacts**

For the vast majority of jobseekers, a large and strong network of contacts results in more job opportunities. Networking – in person and online – is essential to your success in your job search.

Be able to articulate your value, how the person can help you, and ask how you can be a resource.

Networking also helps you get a good idea of what is out there and available, so you can be more strategic in your job search.

Don't be afraid to reach out to people on LinkedIn, and if you know someone working at a company that interests you, ask for a referral. Hiring managers would prefer to interview people who came recommended before sorting through the resumes arriving via a career website.

Attend virtual job fairs and other hiring events, industry related webinars.

## **6. Set goals**

Set daily or weekly goals for your job search Write them down. Be realistic. Reward yourself when you accomplish them.

## **7. Be kind to yourself**

Looking for a job can be stressful. Take time to meditate, exercise, watch a movie or whatever it is that helps you unwind.

Create a good support network – having people to brainstorm with or vent your frustrations to will help the process be less painful.

## **8. Develop examples and stories that showcase your skills**

This is one of the main tips for finding a job. People remember stories, so your goal should be developing a set of stories you can use in networking meetings or job interviews that clearly demonstrate your skills, achievements, and passion for your work.

## **9. Prepare for all job interviews**

Before you get called for your first interview, develop responses for common interview questions, and then practice them.

Prepare questions related to Covid.

Work with a friend, family member or interview coach. Speaking aloud is much different than saying the responses in your head!

Prepare and test your technology, create the appropriate setting, make arrangements for others in the house.

The more prepared you are for the interview, the more comfortable you'll be – and the more likely you'll succeed.

Dress professionally.

Always ask about next steps in the process.

## **10. Write thank-you notes after interviews to all interviewers**

A quick thank you note by email that emphasizes your interest and fit for the job will help you stand out from the majority of jobseekers who do not take the time.

It's also an opportunity to add relevant information you may have omitted during the interview.

## **11. Follow up with hiring managers**

Following up with the hiring manager is appropriate and shows your interest in the job. Just make sure you don't come across as a pest by making contact too often.

## **12. Expect the job search to take longer than you think**

The reality is that finding the right opportunity and getting the job offer will likely take longer than you expected, particularly during these times

Be prepared for this and have a plan.