1. PLANNING

Have a job target that YOU believe in! Here are some questions you can ask yourself when you are planning your job search:

- What is your target?
- Why is finding a new job important to you?
- What are types of companies you’d like to work for?
- What is appropriate and what is attainable for my lifestyle and education level?
- Not sure what your job target is? Take some assessments and talk with a career coach to determine what you might be interested in.

Create a plan with specific, attainable goals:

- Is there one day of the week that you will reach out to your connections?
- What is your timeline for updating your resume and cover letter?
- When do you want to meet with a Career Coach to review your resume?
- Put important dates down in your calendar – you don’t want to miss a deadline!

2. NETWORKING

Network with EVERYONE:

- The best kind of networking is informal; it happens at the doctor’s office, basketball games, social events, etc. Always be willing to ask others about their careers, someone might have a great connection for you in the future.
- Establish yourself at your current job as trustworthy and positive by performing well and having a good attitude. This reinforces to your coworkers/boss that you are a great candidate for future opportunities. If you focus on building relationships with people, opportunities will open up.

Get in contact with company(ies) you are applying to:

- Talk with employees and the Human Resources department.
- Reaching out to employees in-person makes your resume more memorable than those who just submit online. Help the hiring manager put a face to your name!
- Schedule informational interviews with real professionals in the industry.

Make the most of a informational interview:

- **DON’T**: “I need a job, do you know of anything” = this is a very hard sell!
- **DO**: Ask for information, for them to share their story, for advice to help your job search = this is a soft sell, and people are more receptive to this!
- People who enjoy their jobs usually love to talk about what made them successful. Talk to as many people as you can to get a good idea of what “a day in the life” might look like.
Not all opportunities can be found online:
- Reach out to recruiters and ask people within your network about openings
- Do you have contacts at the company that you could network with?
- Could you reach out to the hiring manager directly?
- Talking with people face-to-face is a lot more meaningful, and many opportunities are found through word-of-mouth and acquaintances.

3. REVIEWING YOUR MATERIALS

Customize your resume to match each position you apply to
- You are trying to show that you’re a great and obvious fit for the job opening.
- Emphasize your strengths in the areas that are important for the specific job role.
- You can do this by taking the specific job description and making sure your application materials line up with the content in the description.
- Don’t make the hiring manager work hard to make a connection between you and the job position.

Keywords & Referrals
- Study the job description, and mirror words/phrases in that description onto your resume.
- Using the right keywords allows hiring managers to see that there is a connection between your skillset and the position you are applying for.
- If you are struggling to match your resume to a job description, stop by the Career Lab and our Peer Mentors can help you in-person.
- Referrals increase the likelihood that a recruiter will see your resume. If you don’t have a personal connection, use social media, family, or friends to find out who does.
- Don’t be embarrassed to ask someone to make an introduction for you, people do this all the time! But, if you are uncomfortable asking for favors, include a way for them to say no, such as “If you’re not comfortable connecting me, I completely understand.”

Have some personality
- Make (appropriate) jokes in an interview to lighten the mood and show your humorous side.
- Show some personality in a cover letter, don’t be a robot!
- Remember that interviewers/readers are people too – they would appreciate getting to see who you are, in addition to the points on your resume.
- Create your personal brand – your brand is who you are, while your job is what you do.
- Your personal brand should be reflected in your branding statement at the top of your resume; this may change according to what job you are applying to, but should generally be pretty universal.
- Develop your career story: A successful career story showcases what you’ve done, how it’s been impactful, and how it can benefit a future employer.
Update your LinkedIn Profile
- Anyone who is considering you for a job is probably searching for you on the internet, and one of the first sites they will visit is probably your LinkedIn profile.
- Keep your current skillset updated, as well as your biography and job experience. This is just as important as keeping your resume updated!
- Connect with professionals you know, and peruse your feed for interesting articles to share. Creating an online presence that reflects you as a professional is very important!

Apply even if you aren’t a 100% match
- Don’t underestimate the value you can bring into a role. For many jobs, hiring managers are looking for people who will be quickly adaptable to do the work.
- Usually, the tasks you need to complete on a regular basis are learned or mastered on the job.
- If you meet a lot of the qualifications and are confident in your ability to learn the rest, apply for that job! Before you apply, confirm that your resume demonstrates your success in learning new skills.

Mock Interviews & Preparation
- Schedule a Mock Interview with a Career Coach to prepare yourself for any interview coming up. This will help you identify your strengths and weaknesses as an interviewee, as well as help you prepare questions to ask your interviewer on the day of your actual interview.
- Mock Interviews can also be helpful to calm your nerves about an upcoming opportunity.

Thank-You Notes
- Send out thank you notes once you finish an interview for a new position. Remember, speed and quality matter!
- This shows that you are grateful for the opportunity to interview and may make the hiring managers think of you as a thoughtful and promising candidate.