Where to Start Your Job Search

Back in the day, the job search was different: people looked for jobs in newspapers and mailed in their resumes. Then, the internet happened, and now people can apply from anywhere — in an instant!

Companies are totally overwhelmed by applicants, and applicants aren't having success with this method either. We're here to help you focus and take control of your job search!

C.L.A.M.P.S.
- Challenge
- Location
- Advancement
- Money
- People
- Security/stability

Structure your search:

1. Research
- Industry organizations
- Awards lists
- Job boards
- Search engines
- Book of Lists
- Job descriptions
- Salary websites
- Recruiters

2. Strategize
- Set specific goals
- Prepare materials
- Practice your sell
- Document your efforts

3. Connect
- Networking: Events
- Networking: Informational Interviews
- Recruiters
- LinkedIn

Put in Practice & Track Progress
- Pat Welch's paper (folded in thirds)
- Visual web
- Spreadsheet
- Target by company
- Sales pipeline

Resume

DOs	DON'Ts
• ONLY INCLUDE INFORMATION THE HIRING MANAGER CARES ABOUT. • QUANTIFY • KEEP IT VISUALLY CLEAN • USE EYE-TRACKING TO YOUR ADVANTAGE	• INCLUDE REFERENCES, PHOTOS, OR JARGON • CLUTTER IT UP WITH AN OVER-DONE TEMPLATE • USE "SOFT SKILLS," UNLESS YOU CAN PROVE THEM WITH EVIDENCE • TRY TO HIDE ANYTHING • FORGET THE DASH IN "DETAIL-ORIENTED"

Cover Letter
(only if they ask for one)

DOs	DON'Ts
• BE REALLY INTERESTING • EXPLAIN WHY YOU WANT THIS JOB • FOCUS ON WHAT YOU OFFER, NOT WHAT YOU WANT • PERSONALIZE IT FOR EVERY JOB	• SUMMARIZE YOUR RESUME • USE A TEMPLATE • WRITE MORE THAN A PAGE. • START WITH "I AM APPLYING…"

Interviewing
- Research the company
- Be interesting
- Be positive
- Give examples unique to YOU in the role
- Ask good questions
- Tell them why you're excited about the role

Negotiating Tactics
- Research the market
- Know your needs & priorities
- Make the business case
- Propose a solution

Tips:

Don't be "open to anything." You need to know what's most important to you in your next role. We recommend using CLAMPS.

Spend no more than 10% of your time applying online! Spend 90% of your time structuring your search and putting it into practice.

Not every job is right for you. Even "dream job" means nothing if it's not at the right place. You have to find the right company.

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