



Job Search Strategies

- **Go into each week with goals and a plan to reach those goals. Track your activity and process in a notebook, Excel spreadsheet, or use tech tools such as Teal.**
- **Tailor your resume for each role you apply for:** It is essential to create a resume that highlights your skills, experiences, and achievements relevant to the job you are applying for. Tailoring your resume for each job you apply for can make a big difference in whether you get selected for an interview or not.
- **Search for targeted jobs on job boards especially LinkedIn, Google and Indeed.** Use filters to narrow down your search to the specific industry, location, or job type you are interested in.
- **Set up job alerts so you can be one of the first to apply:** Setting up job alerts on LinkedIn and Google can help you stay up-to-date with the latest job opportunities that match your skills and qualifications.
- **Apply to jobs that have a low application count.** Applying to jobs with hundreds of candidates will reduce your chances of being seen.
- **Implement a Boolean search method which involves candidates to list a set of keywords to identify perfect roles.** I recommend doing this on Google as you will receive jobs from all sources opposed to LinkedIn that only shows you jobs posted on LinkedIn. Example **Jobs ("Director" AND "Sales" and "Saas")**
- **Optimize your LinkedIn profile:** LinkedIn is a powerful tool for job searchers. Make sure your profile is complete, up-to-date, and optimized with relevant keywords. You should also list that you are Open to Opportunities to show recruiters that you welcome their solicitation. This will increase your visibility to recruiters and potential employers.
- **Apply to jobs you are qualified and interested in:** Applying to jobs that you are both qualified and interested in increases your chances of getting selected for an interview.
- **Leverage your network:** Your network can be a great source of job leads. Reach out to friends, family, former colleagues, and acquaintances, and let them know about your job search goals and ask them if they can provide advice or support. Ask them to keep you in mind if they hear of any job opportunities that match your skills and qualifications.

- **Follow up after applying after 5 days:** Identifying a hiring influencer or recruiter on LinkedIn and following up after a week can help keep your application in their mind and increase your chances of being selected for an interview.
- **Leverage Facebook and LinkedIn groups:** Joining job search or industry-specific groups on Facebook or LinkedIn can help you connect with people who share similar interests and goals. You can also use these groups to share your job search goals and schedule informational interviews.
- **Create a profile on Indeed:** Indeed is a popular job search platform that allows you to create a profile and apply for jobs directly from the site.
- **Identify companies you are interested in and follow them:** Identify companies you are interested in working for and follow them on social media. Introduce yourself to hiring influencers or recruiters, whether or not they have positions available.
- **Engage in or create content on LinkedIn:** Creating or engaging with content on LinkedIn can help you establish yourself as a thought leader in your field and increase your visibility to potential employers.
- **Attend recruitment events and career/job fairs:** Attending job fairs can provide opportunities to meet with recruiters, learn about different companies, and explore job opportunities. I recommend checking out Eventbrite and LinkedIn's events
- **Keep learning and adding to your skills:** Participating in webinars and relevant training programs can help you acquire new skills and add them to your resume and LinkedIn profile.
- **Attend industry events:** Attending industry events and networking events can provide opportunities to meet people in your field, learn about the latest industry trends, and explore job opportunities.
- **Staffing agencies:** Staffing agencies help job seekers find temporary, part-time, or full-time work in their chosen field. Job seekers can apply to staffing agencies and receive job leads based on their skills and experience. Staffing agencies also provide additional services such as resume review and interview coaching.
- **Professional associations:** Professional associations often have job boards or career centers that list job openings in the field. Job seekers can become members of professional associations to access job listings and network with other professionals in the industry.
- **Work on forming new connections.** Introduce yourself to people on LinkedIn and be honest about why you are reaching out. The purpose should not be to ask for their help in getting a job but to provide general information or guidance.