

JOB SEARCH – GET STARTED AND BUILD YOUR WAY TO SUCCESS!

PHASE 1 STEPS	FIND AND BE FOUND - ACTIONS/TACTIC OPTIONS
<p>Focus Your Job Search & Goals (Review Job Search Steps Below Before Setting Goals)</p>	<ul style="list-style-type: none"> ✓ Determine interests, locations/commute distance, willingness to relocate, types of companies/industries of interest ✓ Based on background, experience and interest, research available job titles that match what you want to do – Go to http://www.careeronestop.org/ to help you! ✓ Get the word out to friends, family, previous colleagues, groups that you are looking for a career opportunity ✓ Review the Borders Next Chapter JAC website at http://bordersnextchapterjac.weebly.com/, stay in touch on the LinkedIn JAC page at http://www.linkedin.com/groups?gid=4101263&mostPopular=&trk=tyah, and attend workshops and presentations ✓ Utilize Michigan Works workshops and tools and other online resources to help you in your preparation and search such as http://www.ilostmyjob.com/ ✓ Set realistic goals for your search - Map out the next 30-90 days with specific goals for each week, such as resume completion, profiles completion, increasing contacts, networking actions, etc.
<p>Create Resume & Edit</p>	<ul style="list-style-type: none"> ✓ Determine if chronological or functional (for career/field changes) is appropriate ✓ Create multiple versions of your resume based on interests and types of careers you plan to pursue ✓ Include LinkedIn profile link, summary, areas of expertise, responsibilities and accomplishments (use numbers, results, measurements wherever you can), education, certifications, training and software skills, and awards ✓ Have several skilled resources review your resume to provide different perspectives ✓ Create a draft of a cover/introduction letter you will edit for applications ✓ Edit your resume and cover letter for each application to get noticed/come up in searches – Cut and paste job posting and company overview on http://www.wordle.net/ to highlight key/most used words and include them in your resume application and include information, not included on your resume, in your cover letter on why you are the best/a unique fit ✓ Edit your resume if you are not being contacted or viewed or coming up in searches on LinkedIn and/or Facebook
<p>Post Your Resume & Set Up Job Alerts</p>	<ul style="list-style-type: none"> ✓ Post on Michigan Works, CareerBuilder.com, Indeed.com, LinkedIn, TheLadders.com for management and leadership, and the best websites for your field (Just Google it to find them!) ✓ Set up job alerts with sites and reevaluate to determine which are successful – Eliminate the job sites that are least helpful to reduce emails and focusing time on unproductive activities!

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Create Profiles & Build Your Brand	<ul style="list-style-type: none"> ✓ Create a complete profile on LinkedIn (and Facebook Talent.Me) – LinkedIn Tutorials available at http://learn.linkedin.com/ ✓ Create a headline or statement in 4-7 words about specifically what you are looking for in your search (key words, i.e. Human Resources Leader, Manager, Financial Analyst, Planner, Buyer, specific IT skills) and include your contact information so you come up in searches and people can easily contact you ✓ Show who you are (passion, enthusiasm, likeability, intelligence, work ethic, trust) and tell people things not included on your resume (what is different and better about you) and include call to action in your summary (what benefits can you provide to employers – show how you can solve their problems and meet their needs) ✓ Include a picture, your resume, skills, interests, websites/blogs ✓ Request recommendations for all of your previous positions and offer to do them in return (completing them once you accept recommendations) - it is okay to ask your contacts to focus on specific skills, qualities, results you have achieved based on the types of positions you are looking for; they find it helpful when they are writing a recommendation! ✓ Create your own LinkedIn group based on your expertise to increase connections and discussions ✓ Make your LinkedIn profile public ✓ Create personal business cards once your profile is complete and you have created your brand ✓ Develop elevator speech so you know what you want to share in 2 minutes when networking opportunities arise at any time – Think about what you want to convey about yourself, what you are looking for, and what is unique about you (don't use casual opportunities to share your frustrations or that you don't know what you want!)
PHASE 2 STEPS	FIND AND BE FOUND - ACTIONS/TACTIC OPTIONS
Research & Utilize Available Resources & Tools	<ul style="list-style-type: none"> ✓ Locate more job websites in your field, attend events and training offered, and utilize the Borders Next Chapter JAC Website at http://bordersnextchapterjac.weebly.com/ and your local or Washtenaw County Michigan Works training and tools ✓ Join Twitter where companies and recruiters post positions before they are posted on job websites - http://twitter.com/#!/search-home and https://twitter.com/jobs ✓ Google topics you want help with – interviewing, social and in-person networking, resumes, and locate free webinars on these topics
Research Companies of Interest	<ul style="list-style-type: none"> ✓ Continue to research industries, products/company purpose, locations, company size, culture/environments you are looking for ✓ Connect with and stay in touch with people at companies you want to join, even if you don't join them as soon as you wanted to – Your next job doesn't have to be everything you wanted or the place you stay for the next 10 years!

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Increase LinkedIn Connections & Networking	<ul style="list-style-type: none"> ✓ Connect to 500+ over time on LinkedIn: previous colleagues, people who work for companies of interest, friends, super-connectors, recruiters, contacts in LinkedIn groups, and go to Contacts > Add Connections to pull from your email address book and send invitations to a large number of contacts ✓ Create 500+ contacts to use LinkedIn SIGNAL at http://www.linkedin.com/signal/ in your job search and open up your network to locate contacts at companies you are applying for. SIGNAL pulls in connection updates from Twitter and LinkedIn and includes job postings sometimes before they are posted anywhere else - Include 2nd level contacts and filters on the left in your search. <i>Not effective for job leads until your network is near 500+ connections</i> ✓ Join groups (your field, job hunting and industry groups) and participate in groups – Share articles and ideas, create new discussions, share job leads for each other, etc. This updates your status and shows your activity in your career ✓ Request introductions to contacts at companies of interest or where you are applying from 1st level contacts ✓ Request more recommendations once you increase your contacts (completing them once you accept recommendations)
Evaluate What Is/Is Not Creating Job Leads & Stay Motivated (Repeat Periodically)	<ul style="list-style-type: none"> ✓ Obtain resume and profile feedback if you are not creating job leads – Review profile views, how often you come up in searches ✓ Stay motivated by continuing to take action – every profile view, search result you are in, connection that is working with you, job lead you share, jobs you locate, applications you submit gets you closer to “we would like to offer you the position.” ✓ It’s simply a numbers game – increase your odds and probability!
Broaden Networking & Help Others (Now 80% of Time Ongoing)	<ul style="list-style-type: none"> ✓ Once your resume, profiles, connections, and sites, tools and groups are established, spend 80% of your job search time networking ✓ Eliminate activities that always keep you at home and that do not generate job leads ✓ Join Associations in your field and share postings and expertise, volunteer to expand your network and do something fulfilling, complete recommendations for others, share experiences and what has worked for you, locate more recruiters
PHASE 3 STEPS	BE PREPARED, FOLLOW UP, AND REMAIN PROFESSIONAL
Prepare for Interviews	<ul style="list-style-type: none"> ✓ Research company history, mission and values, review description responsibilities and qualifications, write/document examples highlighting experience and results for each bullet/value, practice – Preparation breeds confidence and feeling ready! ✓ Dress appropriately and be yourself so your strengths shine ✓ Don’t read every article, blog, or website on successful interviewing; don’t try to determine every question that will be asked, or overwhelm yourself - Focus on highlighting the top qualities, experiences, and unique expertise you bring to the position
Follow Up	<ul style="list-style-type: none"> ✓ Thank everyone you meet, get business cards, reiterate interest and remind them and share a new piece of information based on what you learned in the interview as to why you are the best for the job ✓ Periodically follow up with companies of interest
Job Offer Decision	<ul style="list-style-type: none"> ✓ Carefully evaluate offers, ask for a time, and be professional whatever your decision – you never know who you will encounter again!