

PREPARE A WINNING STRATEGY TO JUMP START YOUR CAREER

6 STEPS TO AN EFFECTIVE

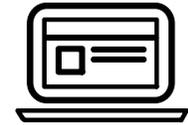
CAREER SEARCH



Step-by-Step Guide used to boost and improve your career search and land the position you want in 2020.

BRAD J. BROWN, OWNER OF BRAD J. RESUMES

CREATE A PLAN FOR SUCCESS



Step One: Strategized your transition, set goals, and get organized.

When it comes to finding a job, everyone starts somewhere, whether you've just finished school, you're planning to resign for a better opportunity or career change, you've been fired, or you've been laid off.

Regardless of your circumstances, plan your approach and take care to address any potential obstacles up front. No matter why you're moving on, narrate your background in a way that's compelling so you are ready to explain your reasons for finding a new job, how it relates to your professional goals, and why you are the best fit for any given position.

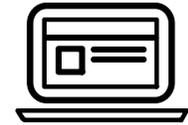
Bottom Line: Job searching is a tiring process, and it's easy to burn-out. Set reasonable, achievable goals for yourself. For example, you might aim to apply to 10 or 15 jobs per week. If so, be sure to set aside time to complete these goals. Organize your job search progress and note which jobs you applied to, and when, so you can follow up accordingly.

Step Two: Define your personal and professional priorities.

Before you begin your job search. First, make a list of the "must-haves," such as the location of the company and your commute time, schedule flexibility, a desired salary range and benefits selection, and any other factors that are "non-negotiable" to you. Then, make a list of the "nice-to-haves."

For example, are you looking for a specific type of company culture? Would you prefer to work at an established corporation, or at a start-up or small business? Asking yourself these types of questions (and writing down your answers) before you start to look for a job will help you make a clear and confident decision once you have a job offer.

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Step Three: Clean up your social media and online presence.

Companies and prospective employers often Google search a candidate before hiring, and social media can be an immediate red flag. Googling your name and looking you up on Facebook, Instagram, Twitter, and Snapchat.

Review your privacy settings and if it's questionable, maybe leave it off the Internet or deactivate your pages while you are actively searching for a job. The one exception, however, is LinkedIn. Your LinkedIn profile should include a professional head shot and be up-to-date with your most recent experience and qualifications. So, after getting organized, defining your personal goals, and cleaning up your social media, next you are ready to start searching and applying for jobs.

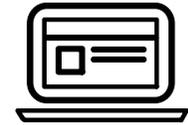
Step Four: Start searching and applying for jobs.

So, you've outlined the position you want, and the key search words you'll use to find it. You've cleaned up your online presence. Your references are lined up and expecting to hear from employers. Your resume is ready, and now, it's time to find and apply to those jobs.

There are many places to search for jobs. Sites like Glassdoor.com, Indeed.com, Simplyhired.com, and CareerBuilder.com are among the best and most utilized job sites. For remote and telework positions, sites like Flexjobs.com, Remotive, and Outsourcely are great. LinkedIn can also be a great place to search for jobs and can show you if you have any connections at companies that are hiring. Finally, if you know you want to work for a certain company, look for job openings directly on their website.

You may have to do some digging, but most companies list jobs on a "Careers" or "Opportunities" page that you can find on the footer of the website. Keep in mind that the vast majority of job applications these days are online applications, so you will need to submit a digital version of your cover letter and resume.

CREATE A PLAN FOR SUCCESS



Step Five: Explore and expand your network.

More and more positions are being filled without being advertised. You would have a hard time conducting a job search now without hearing about networking and how important it is, and that's especially true in the market as it stands.

Networking can be a truly powerful way to land a job if done correctly. Your “network” can include former colleagues, managers, clients, alumni from your alma mater, friends, or friends of friends, family members, neighbors, or anyone from a “community” you belong to.

Although real-life connections are key, browse your Facebook friends and LinkedIn contacts to see if you can find anyone working in your industry or at a company you'd be interested in working for. You can expand your network both online by adding friends and connections, and offline by attending industry events such as conferences or going to career networking events.

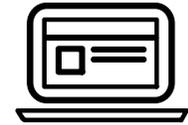
Step Six: Get ready to prepare for your interview.

The last step in preparing for landing a job is acing your interview. You may have several rounds of interviews, usually starting with a phone interview, then followed by in-person interviews.

You should never risk an interview by “just winging it.” Take your interview preparation seriously, and be sure to: Carefully read the job description, focusing on the responsibilities and requirements. Be prepared to explain, with tangible examples, how you fit the requirements and how you can fulfill the responsibilities.

Research the company, including their mission statement and any recent or notable achievements, or changes in strategy or positioning. Practice answering interview questions specific to your desired position and industry.

INTERVIEW TIPS



You got the call and now it's time for the interview! True indeed job interviews aren't fun at all for anyone, trust me when I say I get it. What I've learn over the past few years is with the right amount of preparation, not only will you be ready, but you will be able to nail the interview and secure the position you have worked so hard for. **Listed below are several ways that can help you care your interview!**

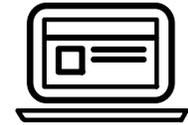
Submitting your resume and getting a job on the spot can happen but realistically in most cases, it's not that simple. Today's companies have made the process a little longer to identify potential candidates and make sure they are the perfect fit.

- Screening and Phone Interview
- First Interview
- Second Interview
- Final Interview
- Background Checks
- Job Offer is Extended

The overall process can vary depending on the organization however with the right amount of preparation, research, and patience, you will be able to kill the interview process and secure the bag! To do so, make sure you research the company, hiring manager, and job opportunity.

PRO TIP: No matter where you are in the process, whether it's the phone interview or final interview, never be afraid to ask questions and always follow up with a thank you note!

INTERVIEW TIPS



- **Prepare, Prepare, Prepare.** Make sure you do your homework before your scheduled interview by gathering as much information about the company as possible.
- **Make a solid first impression by arriving early for the interview (15 minutes, tops)** Not only does this show your interest for the interview, but also shows off your time management skills. One way to ensure that you are on time the day of the interview is to locate the company a day before if you are unsure where it is located.
- **Know the job and present the facts!** Also, take plenty notes. Taking notes while an employer is speaking shows that you are engaging as well as a good listener. Review common interview questions, prepare your answers and save questions for the interviewer.
- **Engagement with the interviewer is key!** Establish eye contact throughout interview as well as be authentic, upbeat, focused, and concise.
- **Sell yourself, then close.** Make sure you ask what the next steps are and when to expect the decision to be made. Always send a thank you note and/or email if possible because it is always appreciated by the interviewers. www.bradjresumes.com

VIDEO INTERVIEW TIPS



- **Test your technology.** Make sure your internet connection and video conferencing program like (skype or zoom) are both working well prior to your interview.
- **Be prepared.** Do your homework just as you would for any other interview. Rehearsing your responses to key interviews and preparing your own questions for the interviewer.
- **Dress professionally.** Dressing for success is no less important for remote interviews. Dress like you would for an in person interview.
- **Remove all distractions.** Ensure you're fully engaged with the interviewer by removing all distractions including your smartphone.
- **Be personable.** Make eye contact, smile often and generally engage with the interviewer to demonstrate your enthusiasm for the role.

.....AND THAT'S IT! JUST WAIT FOR THE CALL BECAUSE YOU WILL GET IT! GOOD LUCK!

Also, top salary information can be found on websites:

www.salaryexpert.com

www.glassdoor.com

www.payscale.com

www.salary.com

Sites include: free salary reports plus cost of living analysis, in depth information of salaries, and interview questions.