

JOB SEARCH STRATEGY

Here are the key elements of a job search strategy and how you can develop them for a successful job search.

BEFORE YOU START YOUR SEARCH

SET SMART GOALS.

List your goals for finding a job. Edit to make sure your list meets the criteria for SMART goals

S

SPECIFIC

- What jobs or job titles are you most interested in? Try to think of four to start.
- Conduct informational interviews with people working in the fields that interest you.
- Where do you want to live?
- What kind of company do you want to work for?

M

MEASURABLE

- Set up quantitative and qualitative criteria that are important to you so you can judge jobs once you have offers, e.g., salary needs (based on a realistic budget), growth opportunities, your boss, your colleagues, the industry, etc.

A

ATTAINABLE

- Do you meet the basic requirements to get the job? If not, what steps do you need to take to meet them?

R

REALISTIC

- Will you be able to afford the quality of life you want based on the salary range you have researched through reliable web sites, networking, and informational interviewing?
- Will you be happy with other factors?

T

TIMELY

- Allow one month of job search for every \$10k in gross salary you're seeking.

PREPARE YOUR MATERIALS

- Create a “one-size-fits-all” resume that you can post online but plan to customize it to each job opportunity based on what the employer is interested in.
- Create a basic cover letter ready to customize to each opportunity.
- Take control of your online profile.
- Ask permission from 4 to 6 people to use them as references (not relatives).
- Create a basic 30-second commercial that you can use in a variety of situations to introduce yourself and what you have to offer and to let others know what you are looking for.
- Set up phone and email communication.
- Set up your physical space, office supplies, and filing system.
- Create a tracking system for all your networking leads, target employers, opportunities, and documents.
- Organize your time with a calendar and a schedule for job search activities.
- Gather all documentation needed.

DURING YOUR SEARCH

CONTINUED ON BACK.

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DURING YOUR SEARCH

BUILD A PIPELINE OF LEADS (PREFERABLY 100 LEADS AT ANY GIVEN TIME).

- Identify potential “hiring managers” at target employers based on industry, location, or both.
- Network, network, network!
- Search advertised openings on general job boards and niche job boards using job search agents to minimize your effort.

APPLY FOR JOBS.

- Follow the employers instructions for applying.
- Try to communicate directly with the “hiring manager.”
- If you have indicated you will follow up in your cover letter, put a reminder on your calendar or to-do list.

BE READY FOR TELEPHONE INTERVIEWS AT ANY TIME.

- Always answer your phone in a professional manner.
- Have a research-based salary range in mind for each job.
- Practice, practice, practice your responses to common interview questions.
- Have your resume in front of you along with any notes to help you answer questions.

PREPARE FOR INTERVIEWS.

- Have an appropriate outfit ready with all accessories, including a portfolio or folder for extra resumes, list of references, and other supporting documentation.
- Have a research-based salary range in mind for each job.
- Practice, practice, practice your responses to common interview questions.
- Research the company and prepare a list of 5 to 6 questions to ask the interviewer.
- Prepare a closing statement that reinforces your interest in the company and your desire to make it to the next stage of the hiring process.
- Create an “example grid” so you can include real-world examples in your responses to questions.

SHINE DURING THE INTERVIEW.

- Relax...put on your “game face” ...smile!
- If the employer doesn’t offer, ask what the next steps in the hiring process are so you know how to follow up.

FOLLOW UP AFTER INTERVIEWS.

- Send a thank you note within 24 hours.
- Based on the information you got during the interview, follow up with the employer at the appropriate time.
- Continue to follow up at regular intervals (without being a pest!) to show your continued interest and your persistence.

ASSESS AND NEGOTIATE OFFERS.

ACCEPT YOUR PREFERRED OFFER.

AFTER YOUR SEARCH

CONTINUED ON NEXT PAGE.

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AFTER YOUR SEARCH

IF YOU HAVE NOT ALREADY DONE SO, LET EMPLOYERS WITH WHOM YOU HAVE INTERVIEWED KNOW THAT YOU ARE OFF THE MARKET.

LET YOUR REFERENCES AND OTHERS IN YOUR NETWORK WHO HAVE BEEN HELPFUL KNOW WHAT JOB YOU ACCEPTED AND THANK THEM AGAIN FOR THEIR ASSISTANCE.

UPDATE YOUR ONLINE PROFILE.

DEACTIVATE ANY JOB SEARCH AGENTS AND REMOVE YOUR RESUME FROM JOB SEARCH SITES.