

Job Search Hacks

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10am – 1:00pm




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What is a Hack?

- Making a common process easier in an uncommon way.
 - Examples? Elevators, Grapes, Lemons...
- Why do this?
 - Get better results faster
 - Confirm that job search is a process, NOT a gamble!

Your daily Behaviors directly impact how quickly you land.




2

The Hidden Benefit to Behavior Based Job Searches

- When you know you are DOING the right things, no longer HOPING for someone to call,
 - The stress fades away
 - Set-backs don't hurt as much, like a diet
 - Your endurance builds, like a rat





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My Goal:

Show you Hacks to help you land faster
(but you must TRY them for them to work)

My Challenge to you...
...pick 1 Hack and tell someone you will do it.

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4 Hackable Areas:

- Networking
- Interviews
- Connecting with Employers
- Social Media

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Networking is the #1 way to land a job.

- Why?
 - Bypass screening steps
 - Trustworthy introductions
 - Resumes become less important
- Who should you network with?
 - If you are Director or Management level:
 - Find Individual Contributors you can bring with you
 - If you are an Individual Contributor:
 - Find Directors/Manager who can bring you with them

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Networking: How to start the conversation

- Develop rapport first, done through sincere conversation.
- Instead of asking for Informational Interviews, or introductions...

Ask if they could share some job search advice.

- Then Follow Up, Follow Up, and Follow Up!
 - To get email addresses, use mailto:tester@gmail.com or thatsthem.com or Google+
 - Use Delay Delivery to write the emails today



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Interview Hack for skills you don't have

- How do you set up a page parameter in XYZ Technology?
 - Instead of TELLING them you are a quick learner, ***show them!***
 - HOW do you learn new things?
 - Increase your value, what resources do you have to help you learn quickly?
 - 2 for the price of 1 is always better; or 5 for 1; 10 for 1



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Connect with Employers

Target Them!



- Search LinkedIn for local PEOPLE who do what you do
 - Open their profiles, see who hired them to do that
 - THAT IS A GREAT TARGET LIST OF COMPANIES!
- Instead of Applying first, Network first!

 - 2nd most popular path to a job is Employee Referral Programs
 - That means LOTS of companies have them, and they work



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How can you help them see your info?

- Send 2 emails through LinkedIn:

Hi -, I found your name through a connection in LinkedIn. I was about to apply to a position within your company, but before I did I was hoping to find out more about the company and the culture there. Since you are currently working there, I was wondering if you could share some thoughts on what you think of the place. I appreciate your time and any insight you might provide.



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If they reply, Thank, Ask and Offer!

Thank you [first name], I sincerely appreciate the response. Based on your feedback, I will go ahead with my application to the [title] position.

Do you know who I should talk to about applying for the role other than just sending a resume through the online application?

Actually, does your company offer any sort of employee referral bonus? If you take a quick glance at my profile on LinkedIn, and think it makes sense for me to apply, if you like I can send you my resume directly and you can present it to the appropriate person to potentially earn that bonus if I'm hired.

Thanks again, I appreciate your consideration.

Paul



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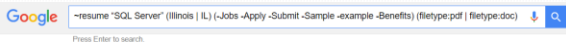


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How can you help them see your info?

Optimize Your Information!

- Make your LinkedIn Profile easier to find
 - Title, Summary, Work Experience, Keyword rich content
 - Endorse and Recommend others – puts you in more places
 - YouTube Video: “How to Spot Bad Job Search Advice”
- Make your Resume easier to find.



To see the video: www.YouTube.com/SpeedUpMyJobSearch



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Social Media Hacks

Automate Your Posts & Be Strategic

- Have an account across all: Twitter, LinkedIn, Google+
 - Follow employers – Like and Share their posts
- Use Feedly.com to find articles
- Use Buffer.com to post them
- On LinkedIn, use “Congrats” buttons strategically
- Use Endorsements wisely – as warm leads!



Ozzie Guillen JR. 9th Connected in Jul 2017

Account Management Benefits Negotiation Business Networking
Client Relationship Building College Recruiting and 5 more



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If you were deliberate about your behaviors...

- Network with people who could hire you
- Increase your value during interviews
- Connect with more employers
- Maximize your time on Social Media

Would you land faster than someone who didn't?

Seek out books like Martin Yate, Harvey Mackay...

Rick Pitino's “Success is a Choice”



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Time to get to Work.

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An Aggressive, Structured Approach to Job Search

Job Search is a process anyone can learn...

- ✓ Optimized Social Media profiles will help more employers find you
- ✓ Strategic Networking will get more employers calling you
- ✓ Structured Follow Up results in more Interviews

...and we can teach you, on your schedule.

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