

# The 60-Minute Job Search Solution



# Welcome!

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- **Name**
- **What are you looking for in your next job?**
- **What do you hope to learn today?**

# Today's Topics

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- **Resumes.**
- **LinkedIn.**
- **Interviews.**

# You don't want to hear this, but...

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- Job search is a bad place to save time and effort. Sorry.
- For best results, attend **The Complete Resume Workshop, The LinkedIn Connection and Interview Success.**

# Networking

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- Your network is at least as important as your resume.
- Network: people you know.
- At least 75% of job seekers find jobs by talking with people.



# Resumes

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- **Resume writing process has changed.**
- **You still have to tell the employer how you can help him succeed.**
- **It's all about the company!**

How ever can my  
brilliance be captured  
in a one-page resume?



# What's the purpose of a resume?

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- To get an employer sufficiently excited about you to call you for an interview!
- If they're calling you back, your resume is doing its job.
- Add accomplishments.



# Which one would YOU call?

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## Bookkeeper

- Accounts payable.
- Accounts receivable.
- Keep records.

## Bookkeeper

- Over five years experience.
- Decreased paperwork by 52% by training employees to use improved online bookkeeping procedures.
- Employee of the Month five times in two years.

# Accomplishments

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## Daily Duties

- Tells the employer what he already knows.
- Makes you look like everyone else.
- May or may not use keywords

## Accomplishments

- Tells the employer why you're the best person he could hire!
- Sets you apart from the crowd by describing your success.
- Tends to use keywords from job lead.

# Make your info match theirs!

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- **Customize your resume!**
- **Use the same words you find in the job lead.**
- **Use the same form of the word, in the same order.**
- **Keywords are found under “Qualifications” or “Requirements.”**



# ATS like these:

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- **Bold.**
- ALL CAPITALS.
- Bullets, borders, graphic lines (don't let them touch any letters.)
- Keyboard symbols (@, #, &, etc.)
- Arial or Times New Roman.
- Put dates on right margin.
- Name alone on first line.

# ATS don't like these:

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- Underlining.
- *Italics.*
- Unusual symbols or bullets (these bullets are fine.)
- Columns, tables, graphs, logos.
- Headers, footers, especially on first page.
- Text boxes.

# Resume Sections

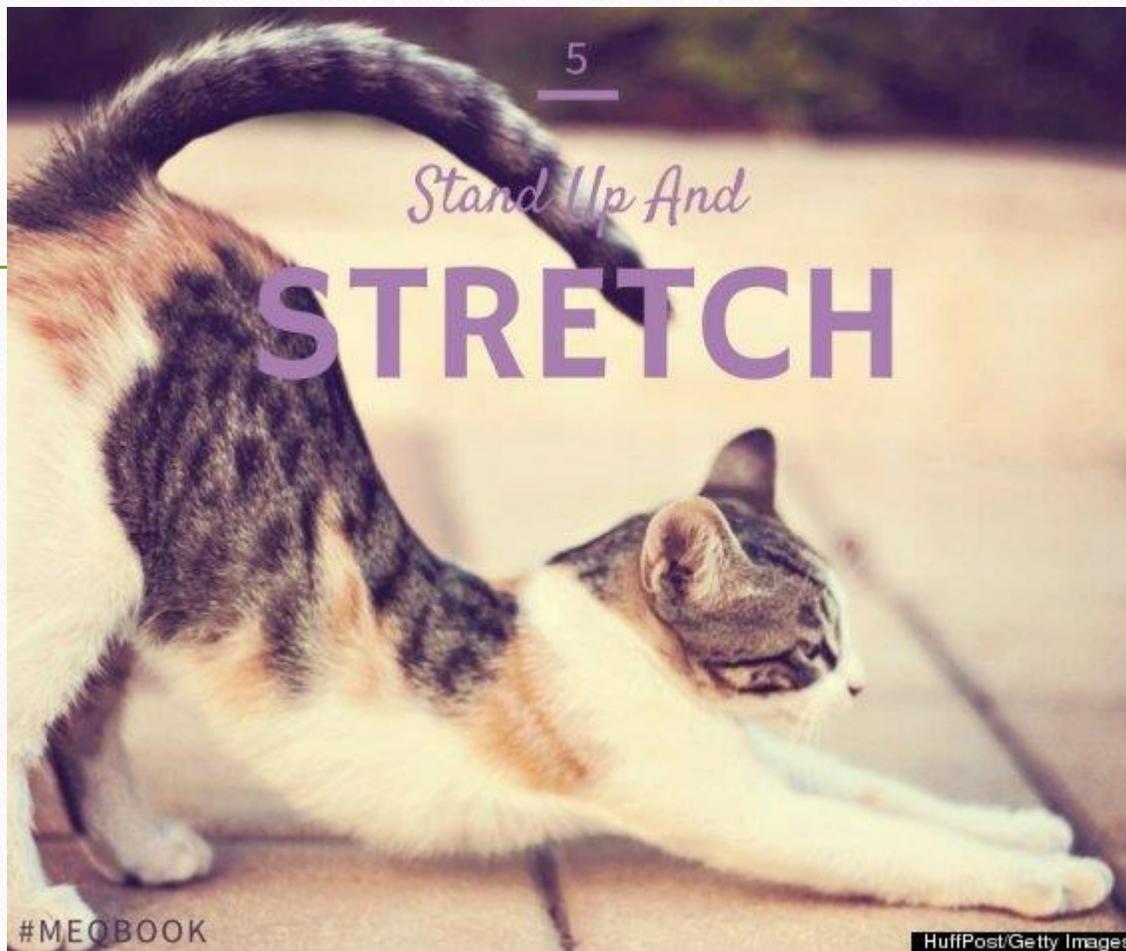
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- **Contact information.**
- **Objective**
- **Professional Profile.**
- **Experience.**
- **Education.**
- **Others?**

**For more information, attend The  
Complete Resume Workshop.**

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**See FCWS Calendar of Events for dates and times.**



# LinkedIn

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# The new big thing

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- Social networking for professional purposes.
- Employers love LinkedIn because it makes their lives easier.
- Your LinkedIn profile will soon be more important than your resume.
- It's similar to a resume, but gives more information.

The most important thing to know  
about LinkedIn and all social media:

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**THINK**  
*before you*  
**POST**

# Similarities / Differences

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## Resume

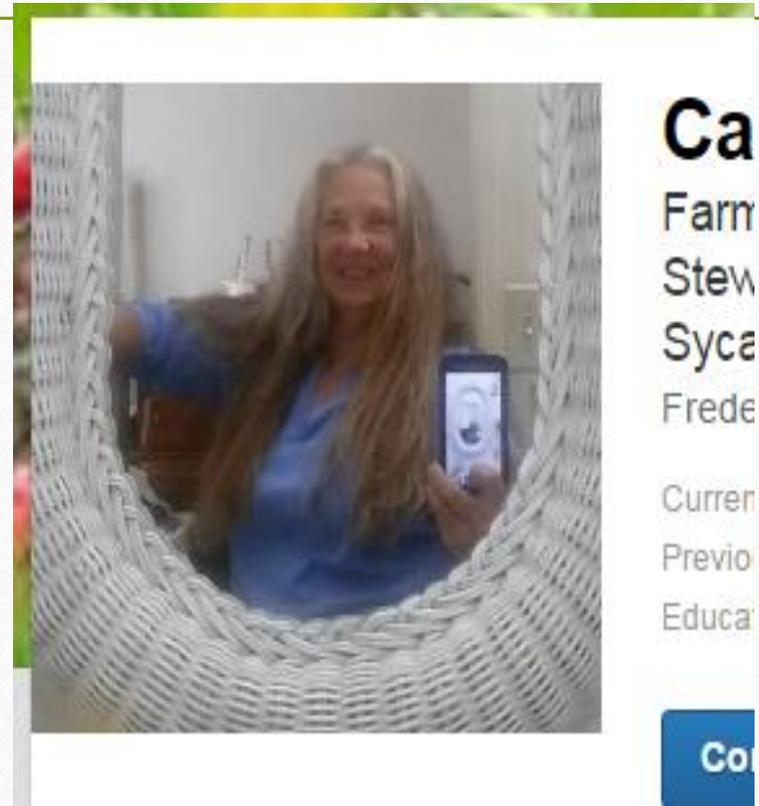
- Job machine.
- Resume language.
- Limited information.
- Targeted to a particular job opening.

## LinkedIn

- A real person!
- Real English, complete sentences, more conversational.
- Lots more useful information.
- General.

# You need a picture.

- Profiles with pictures get 40% more views.
- Those who discriminate will do so anyway; let them do it before you waste time and effort on them.
- Some employers say, “No picture on LinkedIn, no interview.”



# You need the right picture.

- Think school pictures.
- Show you as a professional.
- Headshot.
- You alone.



**K**  
VF  
Re  
Wa  
Cur  
Pre  
Edu  


# You need a headline.

- What will an employer put in a search box when they're looking for you?
- 120 characters: use them!
- Use keywords; describe yourself; show a little personality.



## Nikki Lewallen

Powerful Connector Providing Business Development Strategy and Execution for Producers. LinkedIn Expert and Trainer

Indianapolis, Indiana Area | Marketing and Advertising

Current Endorse Indy, Rainmakers Marketing Group, Expense Reduction Analysts

Previous Supportive Systems EAP

Education Indiana University-Purdue University at Indianapolis

Send a message

500+  
connections

# Connect!

 Invite **Drew** to connect on LinkedIn

How do you know Drew?

Colleague  
 Classmate  
 We've done business together  
 Friend  
 Groups  
 Other  
 I don't know Drew

Include a personal note: (optional)

Drew:

We met last week at the ABC Conference and I really enjoyed getting to know about your expertise in Compensation & Benefits. I would like to connect!

- Sharon Thomas DeLay, SPHR, MBA, CPCC

**Important:** Only invite people you know well and who know you. [Find out why.](#)

or [Cancel](#)

- Connections are the LinkedIn equivalent of Facebook friends.
- People from your past.
- People you know.
- Ask for recommendations.

# The one and only **RIGHT** way to connect:

- Decide on the person you want to connect with.
- Go to his/her profile.
- Click on the blue **Connect** button.
- **PERSONALIZE THE MESSAGE!**



**Kate Ra**

VP, Creative  
Regional onli  
Washington D.C

Current: at Bl  
Free

Previous: Ridg  
Rocl

Education: Goth

**Connect**

# A few more LinkedIn tips...

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- Look at the profiles of people who do what you do.
- Don't upload your resume.
- Give some details.
- Don't create it and forget it.

# For more information:

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- Attend The LinkedIn Connection.
- Consider starting your account in class.
- See FCWS Calendar of Events for dates and times.
- **ARRIVE EARLY!**

# Stand up and stretch!

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**KEEP  
CALM  
AND  
STRETCH**

# Interviews

## IKEA Job Interview



# Nervous?

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- It's normal.
- The interviewer is nervous too.
- It will prompt you to prepare.



# RESEARCH THE COMPANY!!!

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The Glassdoor logo, featuring a white square icon with a diagonal line and the word "glassdoor" in lowercase white letters on a green background.The Google logo, consisting of the word "Google" in its multi-colored font.

- Knowledge is power.
- Is it a good place for you?
- How can you help them succeed?
- Google the company's name, add the word "problem."

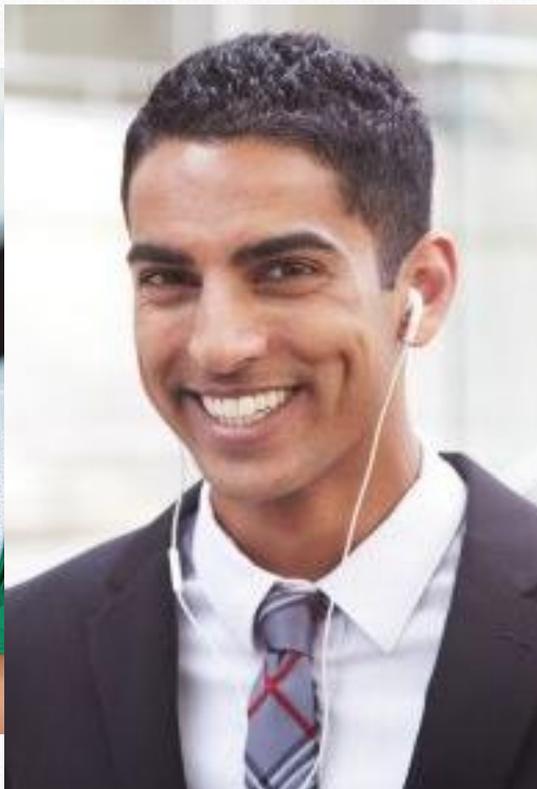
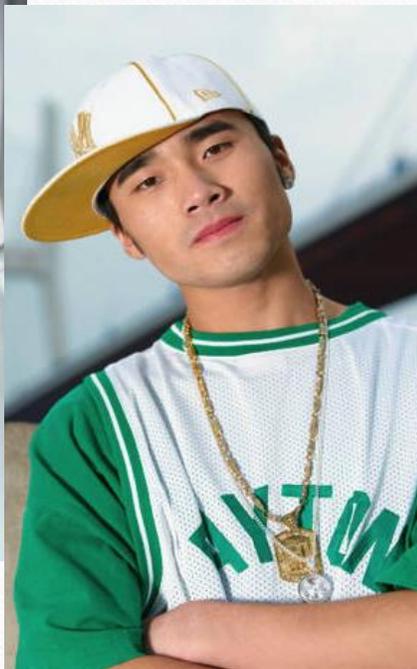
# What to wear?



# What about these?



# Not these, though.



# What to take with you:

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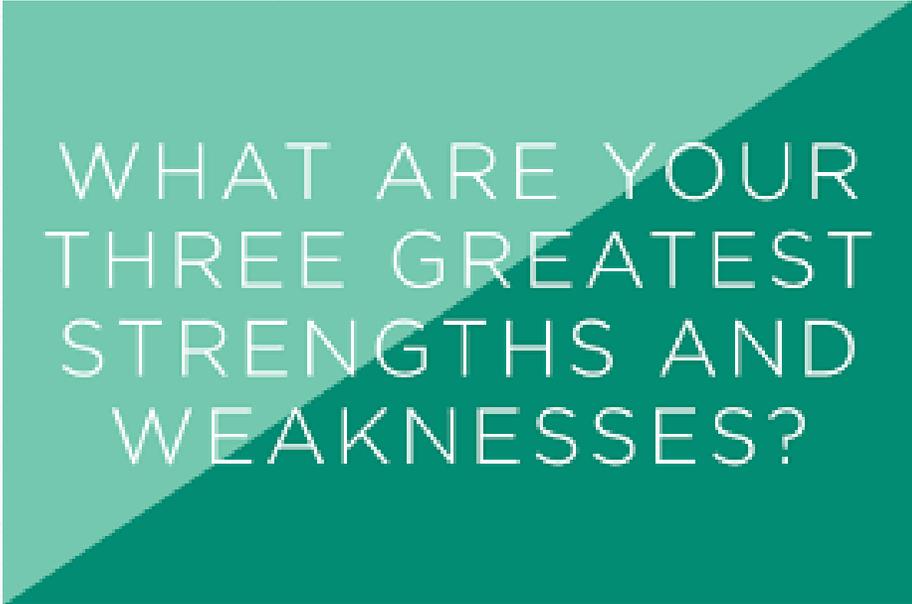
- Pen and paper.
- Resumes.
- Reference list.
- Questions.



# Prepare for horrible questions!

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- **Traditional questions:**
  - What do you know about our company?
  - What's your greatest weakness?
  - What is your preferred management style?



WHAT ARE YOUR  
THREE GREATEST  
STRENGTHS AND  
WEAKNESSES?

# Behavioral questions

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- **An exercise in storytelling.**
  - **Tell me how you handled a difficult customer.**
  - **Describe a technical process.**
  - **How did you manage an incompetent employee?**

# Interview tips

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- **Look at the job lead/description.**
- **Think about your past successes.**
- **Prepare answers (but don't memorize them.)**

# “Do you have any questions for us?”

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- **YES!**
- **DO** ask about the work, future challenges, next steps.
- **DON'T** ask about salary, benefits, time off (yet.)
- Don't ask a question you could have Googled.
- Be prepared to negotiate.

# Negotiating

- Know what the job market thinks you're worth.
- **RESEARCH SALARIES!**
- Suggest an acceptable range.
- Many things are negotiable.



# After the interview...

- Send a thank-you note!!
- Remind employer why you are the perfect person for the job.
- Follow up.
- Keep looking!



**For more information,**

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**attend Interview Success  
(see FCWS Calendar.)**



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**Questions?**

**Thanks for coming!**

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