

# NO INTERVIEWS?

Here's why



SWIPE <<

## A RESUME PROBLEM

# Your Resume Isn't Targeted

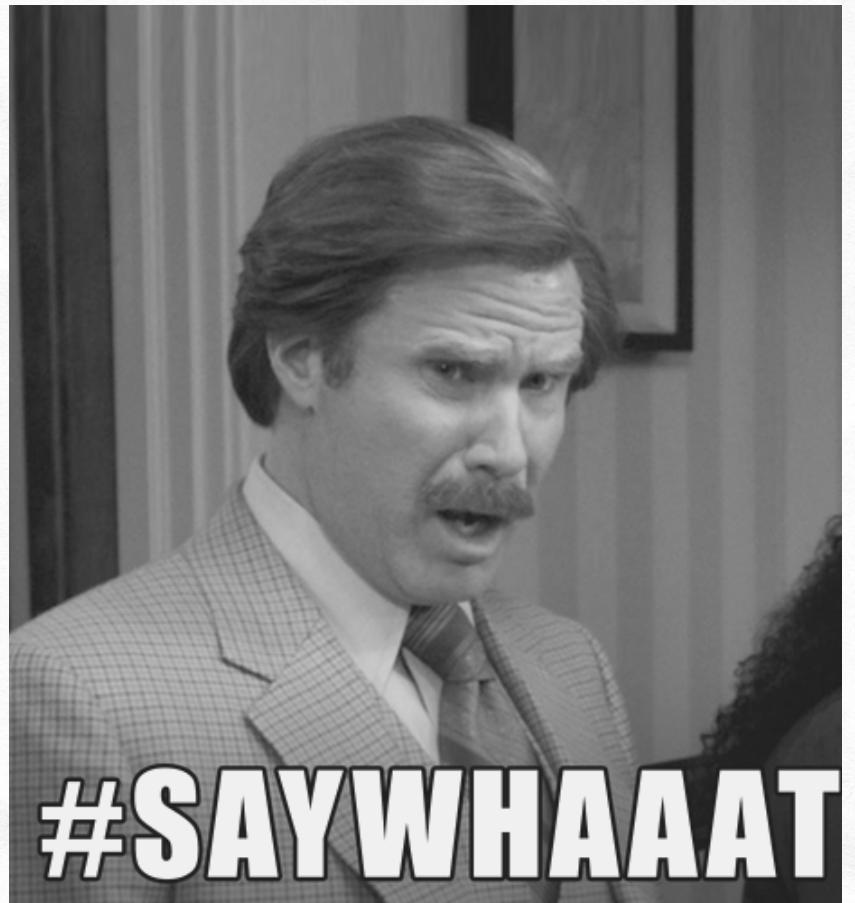
- Many job seekers keep their resumes general to have more options. However, this approach leads to an **ineffective job search**
- Resumes need to connect with a specific job and reader to be effective
- Solution: Get clear on your **target job** before writing your resume



## A RESUME PROBLEM

# Your Resume Doesn't Show You're Qualified

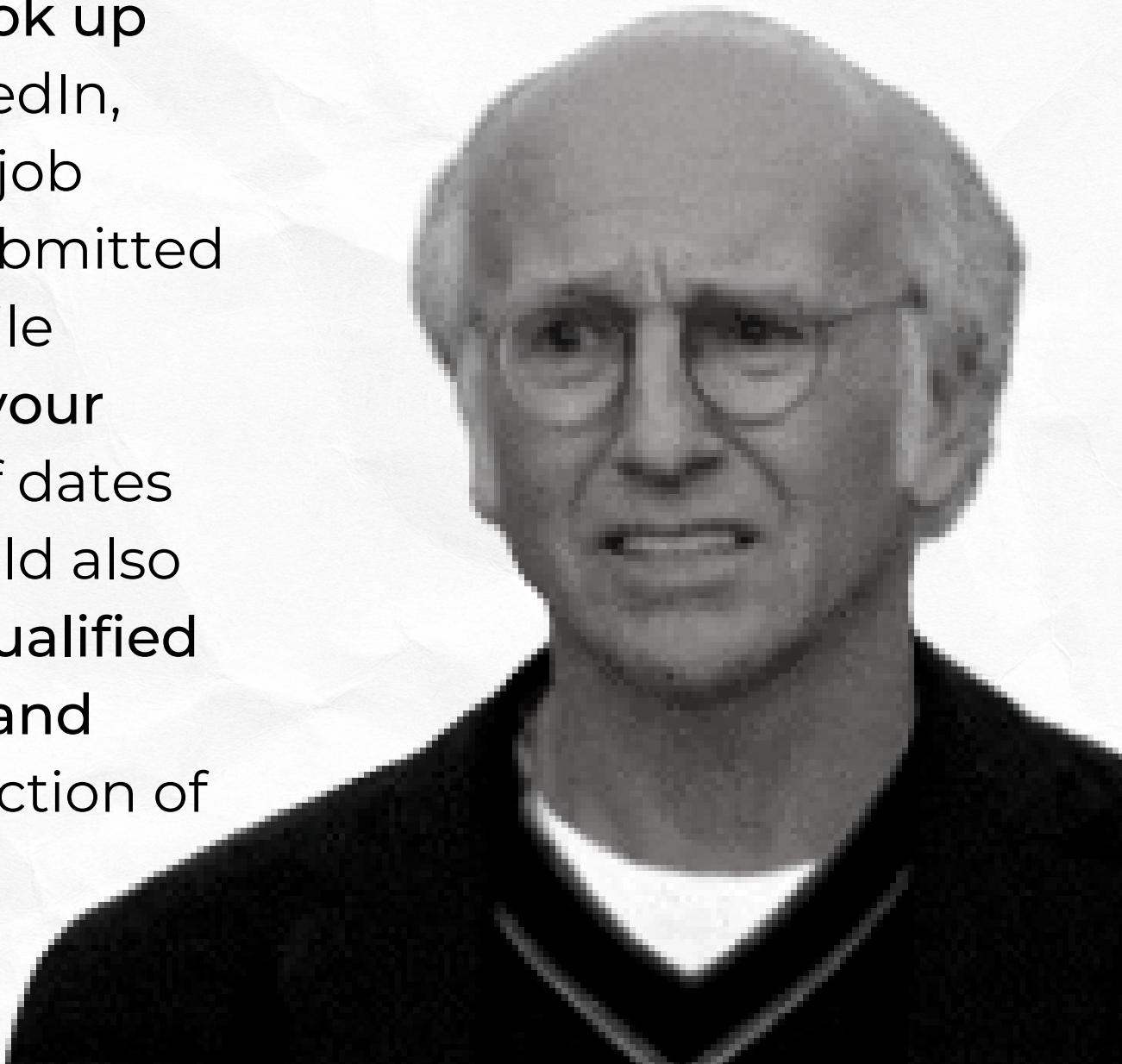
- Recruiters and hiring managers want to know if you can do the job
- Accomplishments are the most effective way to demonstrate skills and qualifications
- Accomplishments give the reader a clear idea of how you used your skills on the job



## A LINKEDIN PROBLEM

# Your LinkedIn Profile Is Confusing

- Recruiters often look up applicants on LinkedIn, sometimes before job applications are submitted
- Your LinkedIn profile should align with your resume in terms of dates and facts and should also show that you're qualified
- Use LinkedIn to brand yourself in the direction of your target job



## A LINKEDIN PROBLEM

# You're Not Active On LinkedIn

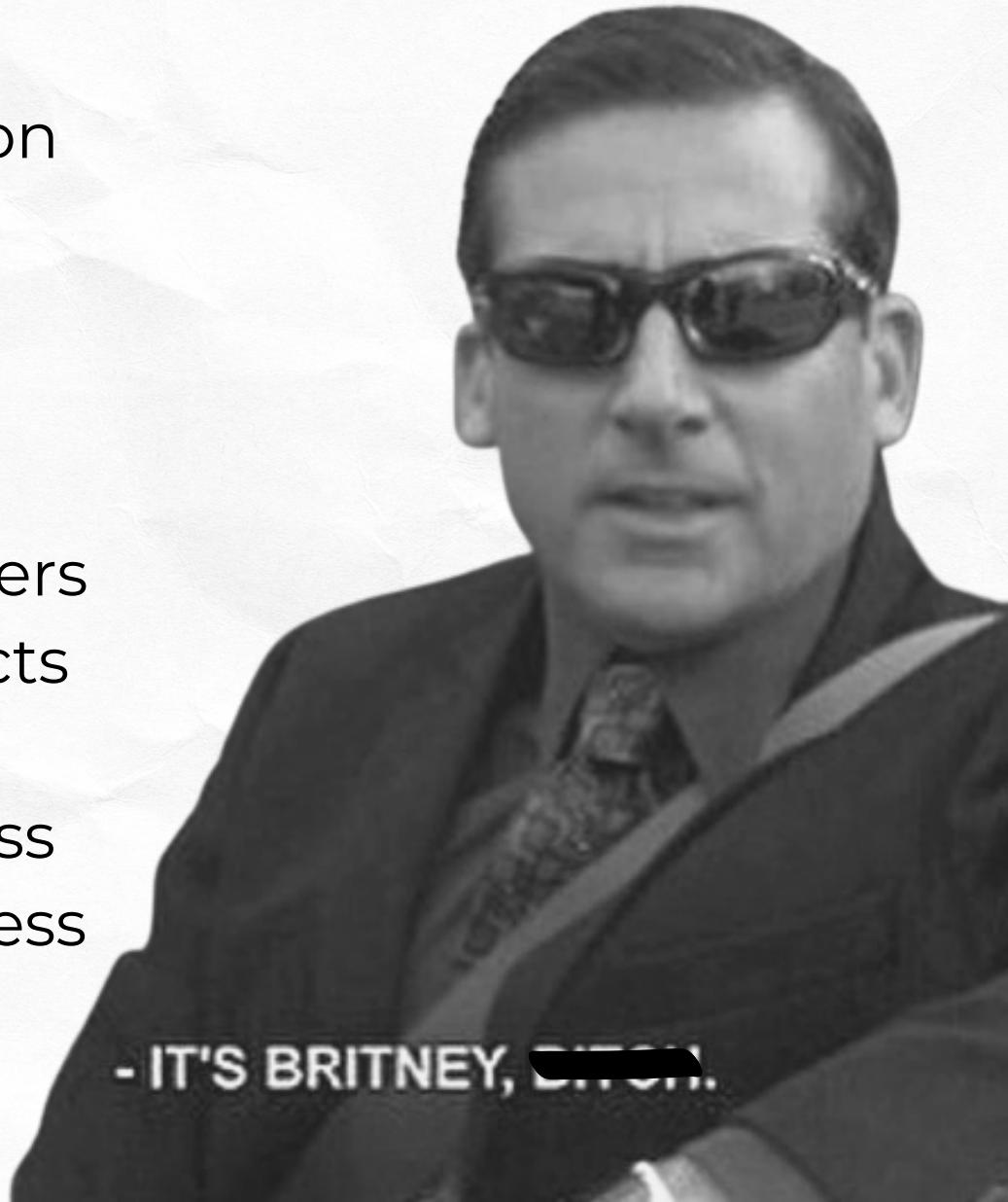


- A lack of recent activity on LinkedIn can raise concerns about your availability
- You should stay active and visible on LinkedIn to avoid concerns
- Engage in high-value interactions, such as commenting on others' content to save time and be visible on LinkedIn

## A LINKEDIN PROBLEM

# You're Misbehaving On LinkedIn (Or Social Media In General)

- Professionalism is crucial on LinkedIn because your activity is viewable
- Posting offensive content, treating others poorly, or complaining about recruiters can harm your job prospects
- No one wants to hire someone who comes across as a loose cannon, regardless of their qualifications



- IT'S BRITNEY, ████.

## A JOB SEARCH STRATEGY PROBLEM

# You're Not Applying Online or Not Networking



- Networking cannot circumvent the application process, and failing to follow the process can reflect poorly on job seekers
- Recruiters and hiring managers need applicants to apply online to start a file and comply with legal and regulatory requirements.
- Networking is critical to job searching, but applicants must still apply online if the job is posted online

## A JOB SEARCH STRATEGY PROBLEM

# You're Not Qualified And Applying Anyway



- Hoping you'll be given a chance without the necessary experience will not lead to success
- It is important to know your strengths and skills and how they align with your target job
- Stop sending resumes everywhere and start applying for target jobs at target employers

## A JOB SEARCH STRATEGY PROBLEM

# You're Not Following Up



- People who do the hiring are **busy**
- Following up at **reasonable intervals** can help you stay top of mind
- Following up **after applying** or interviewing for a job is important
- Remind your contact why you're a **great fit** and demonstrate your understanding of how you can meet their needs

# Want to dig into more Job Search content?

Check out my YouTube channel for more tutorials!



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Let me know what you think  
in the comments!