GUIDE TO LANDING

THE JOB

HOW TO STAND OUT

& GET NOTICED

GET LANDED

Don't hesitate TO REACH OUT IF YOU NEED ANY HELP WHATSOEVER!

- Get in touch -

 $\gt \prec$

GETLANDED@GMAIL.COM

- Get more tips -

GETLANDED.COM

- Shop on Etsy -

GETLANDED.ETSY.COM

Here's the DEAL:

YOUR RESUME IS THE MOST IMPORTANT DOCUMENT YOU WILL EVER OWN.

Think about it: it can either lead to money and success, or nothing but dead ends.

It is SO WORTH spending some extra time on to make sure it will work for you and not against you. It's not enough to have a pretty design: you need targeted, achievement-based content to stand out in this current job market, because unfortunately:

LESS THAN 20% OF APPLICANTS ARE GETTING JOBS VIA THE ONLINE APPLICATION PROCESS.

That means 80% of applicants are getting hired through the back door, via networking! Making contact with a real person will highly increase your chances of getting your resume seen, so you should spend at least HALF your time reaching out to potential employers.

I'll show you how to use LinkedIn to find contacts within the companies you apply to but first, you need to create an awesome resume to ensure that effort is not wasted, because:

MOST OF YOU (98%) ARE DOING THE WHOLE RESUME THING WRONG.

According to the National Resume Writers' Association, by not targeting your resume to the job, making it difficult to read, or by focusing on duties instead of achievements.

Well, that's about to change, because YOU can create a killer resume and networking strategy that works for you - you just need some guidance and that's exactly why I wrote this. So grab some coffee, and let's dive in!

the CONTENTS

Two Secrets to a Successful Resume	5
Who is the Ideal Candidate?	7
How to Target your Resume to the Job Posting	9
What is Important to the Employer?	13
The Magic Word to Keep in Mind when Writing your Resume	14
Four Ways you can Provide Value	16
Create some Awesome Resume Bullets	18
Three Components to an Excellent Resume Bullet	19
Focus on Achievements, not Duties	20
Prove your Value: Quantify your Achievements	23
Ten Ways to Quantify your Achievements	25
Start your Bullets with a Success Verb	27
Section by Section Quick Tips	31
Multiple Jobs at Same Company, Employment Gaps, Career Change	38
Insider Tips for Applying to Jobs Online	40
How to Create a Cover Letter Worth Reading	43
Networking is EVERYTHING	47
How to use Social Media to your Advantage	48
Connect with a Real Person at the Company (+ Email Templates)	49
Additional Resources	56

Two Secrets TO A SUCCESSFUL RESUME

I'm going to let you in on two little secrets that will drastically improve your resume and make writing it a lot easier:

#1.

YOUR RESUME IS NOT ABOUT YOU.

Sure, it includes your accomplishments, education, and credentials, but your resume isn't for YOU. Your resume is for your potential employer, so we have to target your resume to them, detailing the benefits they will get from hiring you.

In order to succeed in this job market, you have to think of your resume as an advertisement targeted towards your future boss.

This is the single biggest hurdle you have to overcome when writing your resume, but will give you a huge advantage over the other candidates who aren't writing their resume with the employer in mind.

Just think: when the hiring team is searching through the stack of resumes, what are they looking for? They're looking for an ideal candidate that matches the job posting, someone who can help **them** succeed in achieving their goals.

So let's make their job easy – let's make you the irresistible choice, the ideal candidate, because you'll know exactly what they're looking for and what they value as a company.

Having this knowledge gives your resume a great foundation, and will also help you create a much more effective cover letter and be confident in an interview.

YOUR RESUME NEEDS A CLEAR FOCUS.

The most successful resumes are targeted to a desired job, with a clear focus.

A compilation of every little thing you've ever done just doesn't work anymore. Your resume should focus on the few things you're GREAT at (achievements) and give the reader a clear idea of what kind of job you'd succeed in next.

So, before you start re-writing your resume content, you need to figure out what type of job you're interested in that you'd also be great at (your "ideal job").

Then, you can study multiple postings for that job title so you can focus your resume around that ideal job, and include keywords and requirements from the postings in your resume to ensure you get chosen as a potential candidate for the job.

Every other resume writing trick you implement is useless if your resume never gets seen in the first place because you didn't target your resume to a desired job.

Just think: the company has a specific job to fill, with specific duties, skills and requirements and is trying to find the BEST match for that job.

To help them find the best match, they search for specific key words, skills, duties and requirements from the job posting in each resume. If your resume does not have those key words, you aren't picked up as a possible candidate for that particular job.

Taking the time to study job postings takes less time than one of your social media scrolling sessions. And the payoff of targeting your resume is priceless (landing your dream job, getting a higher salary, being happier at work, etc.).

So, let's get a clear idea of exactly what kind of candidate the employer is looking for, so you can become that ideal candidate and, fingers crossed, land the job!

WHO IS THE

To ear

CANDIDATE?

The ideal candidate:

#1.

Is a great match for the job posting, and

#2.

Will provide the most value for the company based on what's important to them.

Essentially, the employer wants a candidate who can provide them with the "biggest bang for their buck." They don't want someone who just completes their job duties marginally. The employer wants someone who works hard to provide **value** for the company, based on what's **important** to them. Someone who goes above and beyond to achieve, rather than just skate by.

THE JOB POSTING WILL TELL YOU EXACTLY WHAT THE EMPLOYER IS LOOKING FOR IN AN IDEAL CANDIDATE.

How simple is that?! Such an easy concept that most applicants ignore.

So let's start with #1 and match your resume to the job posting, to ensure you are actually chosen as a possible candidate for the job. Because if your resume doesn't get chosen in the first place, everything else you do is for nothing!

Howto

TARGET
YOUR RESUME
TO THE
JOB POSTING

TARGET YOUR RESUME TO THE JOB POSTING

First of all, don't panic! You do NOT have to target your resume to **every single** job you apply to, because your resume should be targeted to an overall type of job, and most of these jobs will utilize the same keywords in their job postings (this gives you the most bang for your buck/effort).

If you're applying to a few different **types** of jobs because your experience varies, you need to create a few different versions of your resume to drastically improve your chances, because they will all require different keywords/phrases/requirements. For example, one resume targeted towards a store manager job, one towards a marketing job, one towards customer service, etc.

How to target your resume to the job posting:

- 1. Take the job posting(s) that you want to apply to and highlight any key requirements, duties, skills, and responsibilities that make the most appearances or seem to hold the most weight. If there are a few similar jobs you are applying to, highlight the keywords/phrases that are **common to all of the listings.**
- 2. Take the keywords that you actually have experience in, and sprinkle them throughout your resume, backing them up with achievement-based sentences (I'll go over these on page 20). Just throwing the keywords in there isn't very convincing you need to back up your claims. The Skills section is also a great place to sprinkle in some of those keywords.

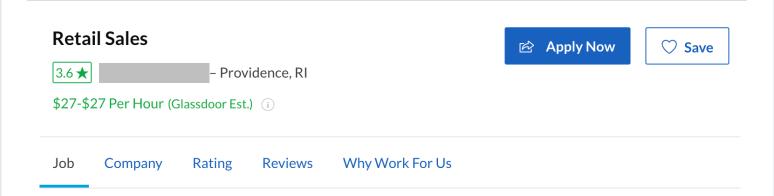
Now, if you realize that you can't really incorporate any keywords into your resume because they just don't apply to you, it's time to find a different target job. It's USUALLY not worth your time to apply to a job that you're not at least an 80% match for.

For example, if you're applying for a Social Media Marketing position that requires 3-5 years of experience in digital marketing, and you have to Google "digital marketing" to figure out what it is and if you've done it, you have not, and you should find something else you'd succeed in!

EXAMPLE

Scrolling through Glassdoor.com, I found a Retail Sales job at a wireless cell phone company (on page 41 you'll find out why you should be applying to jobs on Glassdoor.com first).

Job posting is pasted below, with keywords and phrases bolded.



What you'll be doing...

We want our customers to love the products and overall experience X Wireless provides. As an X Wireless Retail Sales Representative, or what we like to call a Solution Specialist, you'll help us create that feeling! Utilizing your unique talents, **passion for technology**, and **excellent customer service skills**, you'll be creating the ultimate in-store experience and turn our customers into **loyal X Wireless fans**.

- Actively listen to customers and then provide them with solutions that are exactly what they need.
- Excite customers about how new products can enhance their lives.
- **Teach customers** the best things about their products so they can immediately enjoy them.
- Build genuine customer relationships by earning their loyalty and trust.
- Use your passion for technology and resourcefulness to generate sales.

What we're looking for:

- Associate's degree or one or more years of work experience.
- Customer experience and/or retail sales experience.
- Experience working in a commission-based sales environment.

People who thrive here:

- **Tech-lovers** who can create cool in-store experiences.
- Problem-solvers and active-listeners who work productively with others.
- Connection creators who make tech look simple.

See how easy they're making it for you? Letting you know exactly what they're looking for, what qualities you should have, and what type of person thrives in this job.

I highly recommend completing this step - actually highlighting the keywords and phrases really helps you process what you're reading (and will make it easier to write your resume).

So in the above example, which ideas are repeated the most?

- 1. **It's all about the customer**: listening to customers, building genuine customer relationships, teaching customers, and how products can enhance customers' lives. If you were applying for this job and had ANY customer service experience (working in a retail store, helping clients as an office assistant, etc.), you would want to emphasize the heck out of that in your resume.
- 2. **Tech-lovers and being passionate about technology.** You could emphasize your love for technology in your Professional Profile, and in your Experience section, talk about how you were the go-to technology person in your previous job and would help train new employees on the computer system. If you're applying to this particular job, you really HAVE to be good at technology, and you will most likely have some previous experience with it that should be emphasized in your resume.

And don't forget to include the other important terms if applicable to your experience: being a problem-solver, working well with others, having an Associate's Degree, retail sales experience, resourcefulness, earning customers' loyalty and trust, etc.

Now that your resume includes keywords from the job posting to ensure it gets chosen in the first place, you need to keep the hiring team interested in your resume by proving you can provide value for the company.

Now let's figure out what's important to the employer, so we can more easily demonstrate that we can be a valuable asset to them.

WHAT IS
IMPORTANT
TO THE

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WHAT IS IMPORTANT TO THE Employer?

Aside from being a great match for the job posting, the ideal candidate also provides the most value for the company, based on what's important to them.

So, how do we figure out what's important to the company?

What are their goals, and how can we help the company achieve them?

Think about it... why do most companies exist?

To provide great products or services?

Yes, but with the goal of:

\$ MAKING MONEY!! \$

Businesses exist to make money.

Money is the magic word that you need to keep in mind when writing your resume.

The very position you're applying to most likely exists to help an employer maintain and increase profitability. So, in most industries, an employer is seeking a candidate who can help them reach their goal of making money.

To create a resume that REALLY stands out, you need to prove that you've made the extra effort to **achieve** at work (rather than just completing your job duties marginally), which directly or indirectly helps the company move closer towards their goals (of making money, in most cases).

By wait...

I know what you're thinking.

Not <u>every</u> organization just wants to make money. That's true, but money is usually the goal of MOST companies or organizations, even though it may not be so obvious. Organizations NEED money to survive.

Think about the company you're applying to - what do you think is important to them, and how can you help the company thrive by providing extra value?

For example, what if you're a teacher?

Think of what is important to a school administration or a district: an increase in test scores, an increase in grade point average, reduction in absenteeism, increasing the grades of at-risk students, etc., with the goal of securing as much funding as possible, so they can continue to operate.

Want to work for a non-profit?

They still value money, although it's not as obvious. Your value may lie in the expertise you can bring to the table, how you can further the organization's goals, how effectively you can assist in raising money with your marketing skills, creating and maintaining excellent relationships with sponsors, being efficient and increasing productivity, etc.

BACK TO THE EXAMPLE:

In the previous job posting for X Wireless, why is providing excellent customer service emphasized so much? It's extremely important to them, because it ultimately increases sales.

If customers are informed and can imagine how a product could help improve their lives (ex. a phone with an incredible camera will enable them to take better pictures of their grandkids), they're more likely to purchase. If you can anticipate their needs, you can easily sell them additional accessories (which means more \$), or they might recommend the company to family and friends, write a great review, etc. (all things that can increase profitability).

4 Ways YOU CAN PROVIDE VALUE

So how can you prove that you can provide value for the company, based on what's important to them?

You can show that you can:

1. Make money for the company

Ex. Increase sales, increase the customer base by providing excellent customer service, or secure a grant for a school or nonprofit

2. Save money for the company

Ex. Cut costs, negotiate cheaper pricing with wholesalers

3. Increase productivity or efficiency, providing the opportunity to make money in the time saved

Ex. Create a new filing system for the office that saves 5 hours of time wasted searching for files per week, or become an expert in social media scheduling apps that increase the amount of content that gets posted to social media by 80%

4. Identify, prevent, and/or solve problems, which in the long run will save money

Ex. Provide extra help for at-risk students to successfully keep their grades above a C+, or find accounting errors that save the company from potential issues with the IRS

The best way to show that you can provide value to a potential employer is by proving you've provided value in the past. Because if you've done it before, the employer will imagine you doing it again in the future, for them!

Extra Credit: DO YOUR RESEARCH

Above I gave you a general idea of what most companies REALLY value (even though they obviously would never advertise the fact that their purpose is to make money).

If you're taking the time to target your resume to ONE specific job that you really want, I recommend taking this extra step:

Do your research!

Research the company on social media, their website, read any recent news articles, etc. to see if you can gain a better idea of what they value (their Mission Statement is a great start), any issues they have, or any "pain points" they would be eager to remedy (ex. poor customer service, and you can then emphasize your excellent customer service skills in your resume).

These are the missions that are secondary to (or assist them in) making money.

INSIDER Typ

Glassdoor.com lets you research the company right from the job posting, in addition to checking out reviews from actual employees (which is another reason why this site is my favorite resource for job seekers).

When you view a job posting, under the "Company" tab, or in the "Why Work for Us" tab, there's a little "About" section on the company (and if not, it will link you to their website where you can find out more).

This section describes everything the company wants you, the applicant, to know about them and tells you exactly what they value and what they're all about. This is ESSENTIAL information in helping you craft an effective resume and cover letter, and to have the confidence to know what the heck you're doing in an interview.

CREATE SOME

Awesome

RESUME BULLETS

Now LET'S CREATE SOME AWESOME BULLETS

Now that we know what's important to the employer, we have to prove that we can provide value for them, by creating some awesome bullets for our Experience section.

THERE ARE 3 COMPONENTS TO AN EXCELLENT RESUME BULLET:

1.

It focuses on an **achievement**, rather than a **duty**.

2.

It **quantifies** that achievement with numbers.

3.

It **starts** with an **action verb** (or even better, a success verb).

Focys on ACHIEVEMENTS, NOT DUTIES

What happens if you just list your job duties in your Experience bullets, or even worse, copy/paste your job description word-for-word (UGH!)?

Well, NOTHING.

And that's the problem. In this day and age, the old way of writing a resume just doesn't work and you won't stand out.

A hiring team does not want to see a regurgitation of your normal job duties on your resume - how does that make you special? It doesn't. Like I said before, a company doesn't want to hire an employee who ONLY does what's required, nothing more. You need to show that you're proactive and that you've gone above and beyond to provide value, and that means focusing on your achievements *instead* of your duties.

Achievements mean that you've provided some extra value for the company, beyond your normal duties and responsibilities.

Here are a few questions to help:

- When did you go above and beyond your job description to do much more than earn your pay that day? What did you do and what was the result?
- What have you done that you're most proud of?
- What have you created/reorganized/designed that's been helpful or had great results?
- What praise have you received from your bosses or colleagues?
- What are your key strengths and how do you use them at work?
- How have you helped make money for the company? Save money?
- What problems have you solved?
- Have you ever done something to increase efficiency? Maybe by organizing a file system, streamlining processes, combining departments, etc.?

Still stuck? Here's a list of 200+ additional questions: https://www.livecareer.com/career/advice/jobs/brainstorming-accomplishments

Don't get me wrong, you'll still have a few bullets with normal job duties, but these bullets just won't stand out as much (unless you quantify them with numbers, which I'll get into).

Once you've brainstormed a few achievements, you need to write achievement-based sentences to show them off.

To create achievement-based sentences, some candidates find it helpful to use the C.A.R. (Challenge - Action - Result) method.

Challenge: What were you trying to accomplish (make a big sale, make a customer happy, increase social media reach)? What was the problem you faced, or issue you tried to solve?

Action: What did you do to overcome this issue or accomplish/exceed the goal?

Result: The outcome or result of your actions.

EXAMPLES

Old bullet: "Responsible for tutoring students utilizing individualized learning plans." Let's see if we can give a more specific example so we can show results.

Challenge: A below grade level or at-risk student **Action:** Created an individualized learning plan

Result: Increase in grade from C- to B+

New bullet: "Tutored a sixth grade student in pre-algebra, utilizing an individualized learning plan to raise his grade from C- to B+ over the course of the school year."

Old bullet: "Responsible for organizing company outings and dinners." Okay, but so what? What was the result?

Challenge: Bored, unmotivated or uninspired employees

Action: Created and organized outings

Result: Increase in employee morale (which is important because it can lead to an increase

in productivity)

New bullet: "Organized company outings, dinners and retreats, resulting in a 30% increase in employee satisfaction and morale."

If it makes it easier, you can skip the *Challenge* part and concentrate on creating Action - Result bullets. "Increased QoQ sales 17% by designing new conversion-focused Facebook Ad imagery."

Or ask yourself "So what?" after each bullet to determine the impact your actions had.

IF YOU'RE HAVING AN Oh Sh*

MOMENT RIGHT NOW...

At this point, if you're thinking:

"Oh sh*t.
I really hate my job...
I've been slacking...
I can't think of one area where I've gone above and beyond...
I'm just not that great at anything..."

Then it's time to start being a better employee, if ONLY for the SOLE PURPOSE of creating a better resume to get yourself a job you actually enjoy.

Because life's too short, right?

I just wrote a blog post on this topic at **getlanded.com**, check it out and I hope it gives you a little inspiration to start crushing it at work to better your resume and your career.

You can also DRASTICALLY improve your resume by keeping track of your work achievements on a regular basis (and this makes writing your resume *much* easier when the time comes).

You want to get in the habit of kicking butt at work by constantly producing measurable results (achievements), and then writing down those results as they happen, while they're still fresh in your mind.

Write down the action you took, the results (and quantify them), and if applicable, how long it took to get those results.

Try it out: every day when you get home, write down what you did that day to go above and beyond your normal job duties. After a few days, you'll get into the mindset of TRYING to achieve at work so you have something to write down when you get home. It gives you a goal to accomplish at work and gets you motivated; patterns may evolve, you might realize that you're really good at a few certain things, and it might help trigger your memory about other previous achievements. Trust me, it helps!

Prove Moyr Value:

QUANTIFY YOUR ACHIEVEMENTS

Prove Mour Value: QUANTIFY YOUR ACHIEVEMENTS

The best resumes I've ever seen included numbers in most of the bullets.

These are the candidates that hiring teams want to hire on the spot, because they can actually visualize how the candidate has impacted companies in the past, and can easily imagine them doing the same for their company in the future.

Anyone can SAY they're great at sales, but unless you give an example of how much you made within a given time period, the reader won't really believe it.

The hiring team is looking for proof that you are as great as you say you are, and quantifying your achievements is the way to show it. Also, numbers also pop out at the reader, who is searching for a candidate to stand out among the sea of resumes!

When it comes to resumes, show, don't just tell, because

Numbers = Results = Value

Numbers are the most effective way to **prove your value** to the employer.

Most of you are thinking, "I don't work with numbers!" You can and should still use numbers in your resume. There is NO job in the world where the work is not quantifiable and I'll give you some pointers on the next page.

Think about it: if you're in an industry where you don't ACTUALLY work with numbers, or have quantifiable results, how much more would your resume stand out if you found ways to include numbers in your resume? You'd stand out by leaps and bounds from your competition, who are just listing job duties without even trying to quantify their work.

Most of you will NOT already have numbers on hand - this will take a little work, but it's worth it, I promise!

And you CAN estimate the numbers, as long as you have solid reasons to back up your calculations if asked about them in an interview.

10 Tricks TO HELP YOU INCLUDE NUMBERS IN YOUR RESUME



How many?

"Assisted an average of 40 customers a day in selecting items to fit their lifestyle..."



How much?

"... and provided recommendations that generated \$8k in additional sales in 6 months."



How long?

"Worked overtime to become the team expert on a new point of sale system, training 10 employees daily and cut expected training time in half from 4 to 2 weeks."



Scope of work:

"Designed postcard advertisements that were distributed to 10-15k residents per month."

"Handled 50+ incoming calls per day and created trusting relationships with clients, leading to an additional \$10k of business over the course of the year."



How often (frequency)?

"Proofread 200-300 pages of legal documents every 3 days, catching an average of 25 errors with a 99% rate of accuracy."



You can estimate range:

"Wrote <u>500-700 word</u> progress reports for the CEO daily."

"Taught 6 English classes of <u>20-25 students</u> daily and provided after school assistance to <u>5-8 at-risk students</u> per week."



You can estimate a percentage:

"Upsold an average of \$50 worth of accessories to $\sim 75\%$ of retail customers."



Compare yourself to others:

"Accomplished daily tasks <u>20% faster than coworkers</u> and was able to take on additional projects for supervisor in time gained."



For every bullet you have on your resume, ask yourself, "So what?"

How does it help contribute to the employer's success? What was the benefit? What was the outcome?



A simple template you can use is: **Success verb + action + quantifiable result**(Success verbs are listed on page 28)

For example:

Increased X by %

Decreased X by %

Improved X by \$

Reduced X by \$

Contributed to X which led to more \$

Organized X and eliminated # (hours, time spent, etc.)

Improved X and saved #

Introduced new X that led to # more

Eliminated old X that led to # less

Successfully added # new X

Achieved the removal of # new X

START YOUR BULLETS WITH A

Success Verb

START YOUR BULLETS WITH A SUCCESS VERB

Most of the sentences/bullets in your resume should start with a verb.

Instead of writing:

"Daily reports for management," (which is the type of fragmented sentence you want to avoid in a resume), just add a verb: "Created daily reports for management."

Preferably, you should use an action verb or a success verb, and try to avoid "responsible for" at all costs.

When you start with "responsible for," it makes the task sound like a duty (something you had to do), rather than something you did proactively.

Your resume should portray you as someone who does things proactively, going above and beyond your normal duties and responsibilities.

Ideally, your resume should sound more assertive than passive.

For example, rather than:

"Responsible for managing 7 employees to accomplish XYZ...,"

just drop "Responsible for" and start with the verb:

"Managed 7 employees to accomplish XYZ..."

Doesn't that sound much better? You can also swap out "managed" for a better action verb (mobilized, commanded, coordinated, directed, etc.).

Yes, you do have to list *some* "duties," but using an action verb will make the bullets more interesting and more proactive.

Action verbs are great, and you've probably seen giant lists of them on the internet. But to pack some real punch? Use a **success verb**, which demonstrates a result, or success (listed on next page).

SUCCESS VERBS

Accelerated - Accomplished - Achieved - Added - Administered - Authored - Awarded
Boosted - Changed - Conceived - Contributed - Coordinated - Created - Cultivated - Decreased
Delivered - Devised - Eliminated - Exceeded - Executed - Expanded - Headed - Gained
Generated - Grew - Implemented - Improved - Increased - Initiated - Introduced
Maximized - Minimized - Optimized - Organized - Produced - Provided - Reduced - Saved
Sold - Spearheaded - Streamlined

ACTION VERBS

You RE-VAMPED or IMPROVED something

Accelerated - Achieved - Advanced - Amplified - Boosted - Capitalized - Centralized - Clarified Converted - Customized - Enhanced - Expanded - Expedited - Furthered - Gained - Generated Improved - Increased - Influenced - Integrated - Maximized - Merged - Modified - Overhauled Redesigned - Refined - Refocused - Rehabilitated - Remodeled - Reorganized - Replaced Restructured - Revamped - Revitalized - Simplified - Standardized - Streamlined - Strengthened Updated - Upgraded

You BROUGHT in resources

Acquired - Forged - Navigated - Negotiated - Partnered - Secured

You CREATED

Administered - Built - Charted - Created - Designed - Developed - Devised - Engineered Established - Formalized - Formed - Formulated - Founded - Fostered - Generated Implemented - Incorporated - Initiated - Instituted - Introduced - Launched - Pioneered Produced - Spearheaded

You RESEARCHED or EVALUATED

Analyzed - Appraised - Assembled - Assessed - Audited - Calculated - Determined - Discovered Examined - Explored - Forecasted - Gauged - Identified - Interpreted - Investigated - Mapped Measured - Qualified - Quantified - Ranked - Scored - Sought - Studied - Surveyed - Tested Tracked

ACTION VERBS (continued)

You LED or MANAGED

Administered - Aligned - Chaired - Conducted - Controlled - Coordinated - Commanded
Communicated - Cultivated - Directed - Guided - Educated - Enabled - Encouraged - Engaged
Enforced - Executed - Facilitated - Fostered - Guided - Headed - Hired - Imparted - Inspired
Instructed - Managed - Mentored - Mobilized - Monitored - Motivated - Operated
Orchestrated - Organized - Oversaw - Pioneered - Planned - Produced - Programmed
Recruited - Regulated - Scrutinized - Shaped - Spearheaded - Steered - Supervised
Systematized - Taught - Trained - Unified

You WROTE or COMMUNICATED

Advised - Advocated - Authored - Briefed - Campaigned - Composed - Conveyed - Convinced Corresponded - Counseled - Critiqued - Defined - Directed - Documented - Edited Encouraged - Evaluated - Illustrated - Lobbied - Persuaded - Promoted - Publicized - Reviewed Suggested - Supported

You ACHIEVED (an award, a goal)

Accomplished - Attained - Awarded - Completed - Demonstrated - Earned - Exceeded Outperformed - Reached - Showcased - Succeeded - Surpassed - Targeted

You SUPPORTED teams or customers

Advised - Advocated - Arbitrated - Coached - Consulted - Counseled - Educated - Encouraged Fielded - Guided - Informed - Instructed - Promoted - Resolved - Sponsored

You OVERSAW or REGULATED

Authorized - Blocked - Delegated - Dispatched - Enforced - Ensured - Inspected - Itemized

Monitored - Screened - Scrutinized - Verified

You SAVED time/money

Concentrated - Conserved - Consolidated - Decreased - Deducted - Diagnosed - Lessened Preserved - Reconciled - Reduced - Yielded

SECTION BY SECTION

Drick tips

SECTION BY SECTION Which Tips

Now that you've done ALL that work to ensure your content is fundamentally awesome, here are some quick tips to ensure each section is polished.

FORMATTING

- Make sure your **formatting is consistent** throughout the way the job titles, company, location, dates are laid out, fonts should all be the same, there are periods at the end of every bullet or not, etc.
- Shorten your LinkedIn URL remove the numbers at the end (directions here): http://www.linkedin.com/help/linkedin/answer/87
- Don't cram your resume onto one page if it's much easier to read spaced out to 1.5 pages. If it's painful to read squished together, it won't get read. Relevance to the targeted job and ease of reading are now MUCH more important than length.
- Avoid big blocks of text: break it up into bullets.
- Skip the crazy colors no bright pinks, purples, neon green, yellow, red or orange unless your industry is *really* creative. You won't be taken seriously if it doesn't look professional, and no one cares to see that much of your personality on a resume.
- ☐ Upload to job postings as a PDF file to maintain formatting (directions are in the Instructions file) and ensure your resume doesn't get jumbled in the process. Save your resume as Mark.Johnson.Resume.pdf. Do not name it after the company you're applying to, ex. GoogleResume.pdf, etc. you need your name in there!

SECTION BY SECTION Quick Tips

CONTENT BASICS

- Headings should be common resume terms so they will be picked up by any computer system scanning your resume (stick to Experience, Skills, Education, Certifications, Profile or Summary, etc.). This is NOT an area to show off your creativity, it could cost you!
- ☑ Use past tense for previous jobs ("managed"), present tense for current jobs ("manage").
- Avoid third person ("she manages" or "manages") drop the "s" so it becomes "manage" (ex. "I manage") and keep it consistent throughout the entire resume.
- Prioritize your information: list the most impressive and targeted information on page 1 (especially the top half) of your resume, and organize your bullets from most impressive (achievements go first) / relevance to the job posting, to least.
- ✓ **PROOFREAD YOUR RESUME**. Errors = immediate disqualification.

CONTACT INFORMATION

Make sure your **email address** is professional, is not something like "MillerFamily@aol.com" or "ToddandWendy@cox.net" and if you still have an AOL, Hotmail, or your cable/internet provider's email address, get a Gmail address instead (ToddMiller@gmail.com). You don't want to look like you're afraid of technology or risk the employer making a typo with an odd email address.



- Your complete street address is not necessary, but you DO need to list SOMETHING. Many systems search applicants by location for closer proximity, and if you don't have a city and state listed, you might get skipped over. Don't list your street address, because your house/street may be looked up and judged (yes, it happens!).
- ☑ Clean up your social media accounts (or make them private), even if you don't list them on your resume. Just assume you will be checked out and cleanse accordingly.

SECTION BY SECTION Quick Tips

PROFESSIONAL TITLE

- A title underneath your name is optional you can keep this section or delete it (to delete, click the text box once and hit the Delete key on your keyboard).
- Use your **current professional title**, whatever that may be. If you're looking to move up and the job title at your current job will no longer be relevant, use a **broad title** by including a word like Professional, Specialist, Leader, Strategist, etc. at the end of your career field (ex. "Marketing Professional," "Sales Leader" or "Communications Specialist"). The title should sum up your professional experience as a whole, and you want to make sure the experience listed in your resume backs the title up. Using your desired job title may not accurately reflect your resume experience, which would be frowned upon, so use a broad title instead.

PROFESSIONAL PROFILE

- This is where you make your most powerful pitch for the job you want, as this will be read first! Think of it as an advertisement to your future boss. You want it to be effective, concise, and compelling, and summarize the type of professional you are (in ways that would benefit your future employer and bring **them** success).
- ☐ That being said, this area is no longer called an Objective Statement, and you are not going to write an Objective Statement, because companies do not care much about what **your** objectives are. Do not write what you are looking for in a job, such as: "Technician seeking a position with XYZ Company to further my skills and interest in Pharmacy."
- Instead, you need to sell yourself and convince the reader that you would be an asset to the company and that **they need you**: "Hard-working Pharmacy Technician with a 99% accuracy rate over six years in a 500+ prescription per day, long term care pharmacy. Proven ability to increase efficiency and reduce errors with creative new ideas and processes. Passionate about providing unparalleled customer service to retain and gain new clientele."

SECTION BY SECTION Which Tips

PROFESSIONAL PROFILE (continued)

- This paragraph needs to entice the reader to continue reading in order to get the details of the claims you've made in your profile. Some buzzwords you can use are: Practiced, Honed, Seasoned, Sophisticated, Adept, Clever, Deliberate, Eager, Innovative, Methodical, Honed, Dynamic, Driven, Inventive, Resourceful, Disciplined, Competent, Capable, Accomplished, Cultivated, Impact, Initiative, Productive, Loyal, Integrity, Adaptable, Persistent
- You can also call this section "Summary," "Summary of Qualifications," "Profile" or "Executive Summary." Just keep it standard.
- If you're low on space, or feel this would work better for you, you can also just list your top, targeted (to the job posting) skills, below a short descriptive sentence:

Top-rated customer service professional with expertise in: Exceeding sales quotas - Establishing excellent rapport with clients Conflict resolution - Increasing customer loyalty

If you're stuck on this section and don't know what to write, DELETE IT and move your Experience up. If your experience is impressive/achievement-based, it can go first.

EDUCATION

- If you're a recent graduate, Education is important, so move this section towards the top of your resume and highlight coursework that supports your target career. If you've been out of college for a while now, your Skills section will be more important, so keep Education further down the page (the exception is for professions where academic qualifications dominate: medicine, law, etc.).
- Degrees should be listed from highest to lowest level. If you're currently working on a degree, just add the **expected completion date** (ex. "Expected May 2027").
- ☑ Do not include high school if you completed any college, unless requested in posting.
- If you went to college but did not graduate, include the number of courses or credits completed towards your degree.
- Leave out the graduation date if it was 15+ years ago.

SECTION BY SECTION Quick Typs

SKILLS

- ✓ A great skills section includes:
 - Transferrable skills that can be utilized for different positions
 - Required skills for the position (check the job posting for these)
 - Industry-specific keywords
- If you list your Skills as well as personal attributes under this section (which is common), you can change the title to Skills & Attributes, or Skills & Assets. Attributes are more like soft skills: ex. hard-working, determined, organized, patient, etc.
- ☑ Include a separate section for Technical Skills if you have many or if the job requires these types of skills.

REFERENCES

- References do NOT have to be included on your resume, unless you need to fill up some extra space! References are usually requested during or after the interview stage.
- ☐ The employer is NOT looking for personal references (your friends or family). They are looking for work-related references.

OPTIONAL SECTIONS

- You can also list Professional Development, Volunteer Experience, Professional Affiliations, Achievements, or Interests. This last one I personally hate, but if you think it would be beneficial to include (because of research you've done on the company or your field), go ahead.
- In most of my templates, I list an "Extra" section. You can change this heading to say Achievements, Volunteer Experience, etc.

SECTION BY SECTION Quick Typs

CERTIFICATIONS

If you're currently working on a credential/certification but it is not yet complete, just add the expected completion date (ex. "Expected May 2027").

WORK EXPERIENCE

- For **career changers**, where the usual reverse chronological order would not be beneficial to you, you can split this section into two parts: first Relevant Experience, and then Additional Experience. The benefit to doing this is so your most relevant and targeted experience is on page 1, even if the dates are earlier in your career.
- Put your job title first, rather than the company name. The reader is looking for your job title to see career progression, so make it easy for them to find. Job title should stand out, so use bold or uppercase. In most cases, what you did is more important than where you worked.
- You can either write a short main paragraph summarizing each job (or the company) underneath the job title, or dive right into the bullets. If the company is relatively unknown, you can describe what they do, their size, reach, etc. Or, sum up your main responsibilities before diving into the achievement-based bullets. "Managed awardwinning 35 member team in achieving sales goals," "Promoted multiple times over 8 years," or "Taught History to 25 students at prestigious private school."
- Prioritize your bullets, with the most impressive, relevant and targeted information first.
- ☑ Skip the passive voice be assertive and exude confidence!
- Avoid using personal pronouns unless you're in a "caring" profession (education, nursing, etc.).
- ☑ Either put periods at the end of all bullets, or don't just keep it consistent.

SECTION BY SECTION Quick Tips

WORK EXPERIENCE (continued)

- ☑ When a number is the first word of a sentence, it should be spelled out.
- \square Demonstrate your value in terms of what the employer cares about (see page 13).
- ☐ Target the type of position you're seeking by using industry keywords (see page 9).
- ☐ Quantify your achievement-based sentences (see page 23).
- ☐ Use action or success verbs (see page 27).
- Be careful whom you're asking for resume advice. Unless your mentor, advisor, colleague or friend is or has been involved in hiring/recruiting or keeps up on what's happening in the field NOW, they might not have the correct answers. Please, take advice with a grain of salt and use common sense. If you're unsure, email me (getlanded@gmail.com).

MULTIPLE JOBS AT THE SAME COMPANY?

- List the company name first in all caps or bold, and then list each job title & bullets:

COMPANY NAME

Job Title

Date - Date

- Bullets

Job Title

Date - Date

- Bullets

- List the job title and company name below it (the template is already set up this way), but under the most recent job, note in your bullets "promoted to X job after Y years" to make it obvious that you were promoted and all jobs were at the same company.

Job Title

Date - Date

Company Name

- Promoted to (Job Title) after 3 years of consistently surpassing sales goals

Job Title

Date - Date

Same Company Name

- Exceeded sales goals by an average of 15% year-over-year

SECTION BY SECTION Quick Typs

EMPLOYMENT GAPS

- Sometimes a gap in employment is inevitable, and the best way to handle it is to be straightforward and honest. Don't leave any questions unanswered in the reader's mind, because questions usually mean a trip to the "NO" pile.
- If the gap is only a few months, you can hide it: leave the months off your resume and just include years for each position (2021-2022).
- ☑ If the gap is large, and you have volunteer experience, or training/courses you took during that time, list those instead!
- If the gap is large, and you don't have anything to fill it with, just be honest, yet positive: "Took time off to raise a family, energized to return to work: 2020-2023." And then in your cover letter, make sure you display some passion and eagerness to hop back into the workforce.

CHANGING CAREERS?

- ☑ If you're new to the field and don't have the number of years' experience as required by the job posting, you need to concentrate on your transferrable skills.
- Transferable skills are skills (or even experiences) you've acquired in previous unrelated or random jobs that can help you succeed in your target field. For example, as a waitress, those killer customer service, multi-tasking and sales skills (upselling) will be beneficial to nearly any other employer, because most companies value customer service, the ability to get a lot done at once, and most importantly, the ability to increase sales. Be sure to emphasize these skills in your resume to show employers that you can still be valuable to them as an entry-level candidate.
- ☐ Targeting your resume to the position is also extremely important in this case, so go back to that section on page 9.
- Describe the reasons for wanting to change careers in your cover letter. Have you always had a passion for this career field and are now in a position to pursue it? Say so!

Insider tips

FOR APPLYING TO JOBS ONLINE

Tips & Tricks: APPLYING TO JOBS ONLINE

- Unless you are networking, it is usually a waste of time to apply to jobs you are not at least an 80% match for you most likely won't get a response, and it will just kill your confidence! If your resume is not a strong match, it's nearly impossible to get picked up by the software scanning resumes for keywords, so spend your time focusing on jobs you would actually get chosen as a potential candidate for.
 - If you really want a job that you're not a great match for on paper, but know you'd do well in, I recommend reaching out to someone on the hiring team in addition to applying for the job, to state your case as to why you'd be an amazing choice. Continue on to my Networking section on page 47 to find out how best to go about this.

INSIDER Typs

- To maximize your chances of standing out against the sea of online applicants, avoid the most popular job boards such as Indeed, Monster, and Careerbuilder they are OVERLOADED with resumes. To boost your chances, apply to the same jobs on Glassdoor.com, LinkedIn, or the company website instead.
 - Glassdoor.com is my #1 choice when applying to jobs: not as many people apply using this site, AND companies are really paying attention to it, so your chances of getting a response are much higher.
 - Why do companies care more about Glassdoor? First, Glassdoor includes extra information about the company and what it would be like to work for them, including employee reviews! So, if you're applying using this site, the company assumes you've done your research and you still think you'd be a good fit, even after reading some negative reviews (since nearly all companies have SOME disgruntled employees!).
 - Checking out employee reviews gives you a HUGE advantage when writing your resume, cover letter, or in an interview, because you are privy to insider information about the inner workings of the company before even landing the job. And you can decide if it's even worth your time applying, especially if the reviews are REALLY bad.

Important: UPLOADING TO JOB POSTINGS

INSIDER Typs

☐ Fill out EVERY SINGLE FIELD of the online job application.

Did you know that some online systems can toss you (without telling you) if you leave a field blank? If you come across a field that's not applicable to you, play it safe and write "Not Applicable." As long as there's some actual text in there that makes sense (don't just pound on your keyboard), you are good to go!

- When you upload your resume to job boards, the site's online system will try and place the information from your uploaded resume into it's own resume fields. **Please make** sure the resume they spit back out at you is correct (it's usually not).
 - The most popular job boards are notorious for having a terrible conversion process, so please copy/paste from your Word or Pages file into the designated fields. This very basic version of your resume is usually what they'll use internally to match you to jobs, and then the PDF version that you'll upload is what the employer should see.
 - This is a HUGE step that most people miss, so don't let it cost you!
- ☑ **IF YOU'RE APPLYING ON INDEED:** If you create an "Indeed Resume" (which is VERY basic), that's what Indeed will send to MOST employers when you apply to job postings, instead of your new resume template.
 - You can bypass creating an Indeed resume, and upload your resume PDF file instead to each job posting.
 (Explanation here): https://www.youtube.com/watch?v=CppgKhAg-Ks

☐ Upload your resume to job postings as a PDF file.

You should already know this because I say it EVERYWHERE, but: if you use a template or your resume includes any sort of formatting (columns, lines, unique fonts, etc.), you MUST upload it to job postings as a PDF file. A PDF looks perfect on any device, and a Word file most definitely does not, unless it is extremely basic (but in that case you run the risk of not standing out among the sea of boring resumes).

HOW TO
CREATE A COVER
LETTER THAT'S
ACTUALLY

North Pending

CREATE A COVER LETTER worth rending

Cover letters are a hot topic, and most go unread because they're terribly boring and basic. If you're going to write a standard, blanket cover letter, don't bother! Take some extra time to craft a letter that's customized to the company to ensure it doesn't get passed over.

First, address your letter to a real person, to show that you care and put in a tiny bit of effort. Don't bother with "Dear Sir or Madam" or "To Whom It May Concern" - you might get dismissed right away. Sometimes you can do a bit of digging to find the hiring manager's name (or the person listed on LinkedIn as the job poster), but if not, you should write "Dear Hiring Team" or "Dear X Company Hiring Team."

Skip the boring, standard cover letter introduction, such as:

"I'm applying for the position of X at Y company; I have Z years of experience and skills in XYZ."

Everyone else will start his or her cover letter the same exact way. The reader knows what position you're applying for, so don't start the letter with something so boring and risk being passed over immediately.

Instead, start with something unique to grab the reader's attention:

"My passion for nursing started at a young age, when I witnessed the incredible care the nurses at your hospital provided to my ailing uncle."

"In my five years at X company, I increased our quarterly sales by Y amount by.."

"My teaching philosophy is simple: XYZ"

"I maintain a high standard of academic achievement in my classroom, where the majority of my students have consistently met their projected growth on standardized tests and grade level assessments. However, my impact as a teacher extends far beyond scores to focus on each individual student..."

"When my boss encounters a tough customer, I'm the person he sends in to diffuse the situation. My knack for connecting with people has increased customer loyalty and retention at my previous employer by Y%..."

CREATE A COVER LETTER worth rending

After you grab the reader's attention with a unique opening line or paragraph, then you can jump into the details and describe your skills, how you can help the company succeed, why you want to work for them, what relevant experience you have, etc. The goal is to convince the reader that you would perform incredibly well in this job and that your experience and skills match what they are looking for, according to the job posting.

Tell them why exactly you're interested in their company - as if you're specifically seeking employment there, rather than anywhere else. Make them feel special. Maybe you've been a customer for years, or you've always admired their mission. Say so!

Connect the dots between the requirements of the position and your previous experience and skills. Tell the reader specifically what you can deliver in the new role. Describe what you've accomplished and how it translates into meeting the company's needs and helping them reach their goals.

Or, if you know of any pain points or issues the company is facing, describe how you can help overcome them.

Still stuck?

Jot down the answers to these questions:

I'm applying for this job because...

I admire the company because...

I'd be great at this job because...

I'm passionate about this field because...

Also:

Why are you more qualified than other applicants?

How are you different?

What prior experience or achievements do you have that can prove this?

How would you be an asset to the company?

How would you help them achieve their goals?

CREATE A COVER LETTER worth reading

Do some research on the company and their philosophy or mission to see if it's something you align with that you can mention in the cover letter. It's always impressive if a candidate actually takes the time to research the company and understand their goals.

The last short paragraph should be your call to action. Thank the reader for their consideration and request a meeting or interview to further discuss how you can help the company achieve their goals.

GENERAL TIPS:

Your cover letter doesn't have to be formal! You can use a personal tone, tell a story, describe your passion, and create a connection to actually entice the reader to check out your resume.

Tailor your cover letter to each job you apply for. Otherwise, don't waste your time. If it's not specific to that company, and it's a blanket, standard, boring letter, it might not even get read.

One page maximum, unless you're in academics: no one wants to read a long cover letter.

Your goal with the cover letter is to DISRUPT the reader's normal flow.

The reader will be lazily scanning each letter with the same boring opening lines, thinking "next," "next," and when they come to your letter, you want them to:

STOP, wake up, become interested, and want to keep reading.

And finally, don't state word-for-word what you've already said in your resume. This is where you can tell a story, give an example, and form a personal connection, so take advantage.

Here are some additional cover letter examples to get your brain moving: https://www.themuse.com/advice/31-attentiongrabbing-cover-letter-examples

NETWORKING IS

Everything.

AND CAN DRAMATICALLY INCREASE YOUR CHANCES OF GETTING AN INTERVIEW.

As many of you may have experienced, it is now the NORM to apply to dozens of jobs online only to **never hear back from any of them.**

This is the hardest part of the job search, and can make you feel like you amount to nothing.

I'm here to tell you, it's not true!

The online job application system is BROKEN, so to increase your chances of getting your resume seen, you have to go around it. As few as 15% of applicants are actually getting hired by applying to jobs online. So how are the other 85% getting hired? Through NETWORKING! Networking these days doesn't mean going to a networking event and forming long-lasting connections - it's much simpler than that.

You should spend HALF your time networking, in addition to applying to jobs online.

This means you have to put in a tiny bit more work to cold-email some real people to get your resume seen, but it's worth it, isn't it? And there is an amazing tool at your disposal that makes this process super simple. We'll get to that, but:

FIRST: USE SOCIAL MEDIA TO YOUR ADVANTAGE

We're in the digital age, so let's take advantage of that - we don't HAVE to call someone on the phone to make a connection. Technology is easy and takes minimal time and effort, so use it to your advantage!

If there's a company you want to apply to, first follow them on social media: LinkedIn, Facebook, Instagram. Start liking and sharing their stuff - their social media manager is paying attention.

After some activity, you can direct message them and they will USUALLY respond. Don't ask for a job - **ask for tips on how to stand out in the application process**, because you're a huge fan of what they're doing and think you can help them reach their goals.

Oh, and be sure you clean up your online profiles **before** you start connecting to companies on social media!

NEXT: CONNECT WITH A REAL PERSON AT THE COMPANY

Once you follow and interact with the company on social media, it's time to send out your resume, and when you do so, you're going to contact one of three people:

- 1. Someone you know at the company who can refer you to the job (1st degree connection)
- 2. Someone who works at the company with whom you share a mutual connection (2nd degree connection)
- 3. A recruiter, member of the company's hiring team, your future boss, etc. (3rd degree connection)

Again, we're in the digital age here, so this is 500 times easier to do now than ever before.

And an absolutely perfect tool we can use is LinkedIn.

I have a continuously updated blog post at getlanded.com on Networking which includes how best to fill out your LinkedIn profile to attract employers, so **before you start reaching out**, **be sure your LinkedIn profile is complete and optimized!**



Another reason to update and optimize your LinkedIn profile is that many companies actually use LinkedIn to search for potential candidates for <u>unposted</u> jobs. You want to ensure your profile is targeted to your field (by including industry keywords) to ensure you'll get found by employers searching for potential candidates. Let the jobs come to you!

Let's continue and connect with a real person, starting with #1:

1. Someone you know at the company who can refer you to the job (1st degree connection)

So, we want to see if one of your LinkedIn connections <u>works for</u> your desired company.

This is the first and best option, because:

Your chances of landing an interview are exponentially higher if someone in the company refers you to the hiring team for the job.

Why?

Imagine you're a hiring manager with hundreds of resumes to go through.

Suddenly, someone who works for your company emails you a referral and an attached resume. You'll definitely check that out - after all, an actual employee should know what it takes to succeed in this company, and they're putting their credibility on the line to refer this applicant, so they *must* be qualified.

And more often than not, the hiring team is willing to take a chance with referred applicants, even if they're not perfect for the job, BECAUSE of the referral. Having one referred candidate land in your inbox is MUCH easier than sorting through hundreds of resumes received online, right? See how incredibly this can work to your advantage?

So, let's use LinkedIn to find a first degree connection:

Start typing the company name into the search bar, and click the correct one. See if any of your connections work there: they will show up on the right (ex. "1 connection works here" and if you don't have any, it will just say "See all 500 employees on LinkedIn").

If you have a first degree connection, awesome!

Click on their name and send them a LinkedIn message without being too pushy:

Subject: "A favor: X role at Y company"

"Hey Joe! Hope all is well (quick chit chat about anything related), etc. I'm reaching out because I'm currently searching for a job in X field, and I recently applied to a posting for Y job at your company. My experience is in X, I have XYZ related skills, and a passion/interest in X, so I was excited to see this position become available and think it would be a great fit.

If you have the time, I would really appreciate it if you could forward my attached resume to get it into the right hands! I know I would kill it in an interview, I just need to get my resume seen to get to that point (I applied online, but you know that can be a black hole...).

Any other tips (or contacts) to help get my foot in the door would also be greatly appreciated.

I owe you one! (Or, next time you're in X area let's get dinner, etc.). Thank you so much!"

And DON'T FEEL BAD DOING THIS! Many companies actually reward their employees for referring potential candidates; it makes the hiring team's job much easier.

Don't have a 1st degree connection? Don't fret! Let's move on to find:

2. Someone who works at the company with whom you have a mutual connection (2nd degree connection)

Now, let's see if one of your LinkedIn connections knows someone who works at the company.

If you don't see a first degree connection, click the "See all X employees on LinkedIn" link on the right, on the company page, and then your second degree connections will show up first (they'll have "2nd" next to their name).

Now, reach out to one of those connections:

Subject: "A favor: X role at Y company"

"Hey Tom! Hope all is well (quick chit chat about anything related), etc. I'm reaching out because I am currently searching for a job in X field, and I recently applied to a posting for Y job at Z company. My experience is in X, I have XYZ related skills, and a passion/interest in X, so I was excited to see this position become available and think it would be a great fit.

I noticed on LinkedIn that you're connected to X (name), who works at that company. I'm not sure how well you know (him/her, or name), but if you're comfortable doing so, I was hoping you could pass along my interest in the role and attached resume.

I know I would kill it in an interview, I just need to get my resume seen to get to that point (I also applied online, but you know that can be a black hole...).

And if not, no worries, just let me know so I can pursue other avenues - I really want this one!

Thank you so much - I owe you!"

You can also ask your connection for an introduction to the 2nd degree connection who works at the company, and connect with them on LinkedIn yourself. Or, just send them a connection request, but put a personalized note in there saying that you're a friend of X (the 1st degree connection) and have a few questions about Y company.

Once connected, you can put together a short note and message them: highlight why you admire the company, why you want to work there, why you think you'd be a great fit for the company and/or job, and ask them what it would take to stand out and get hired.

You never know where this will lead - they may be impressed by your note and feel compelled to ask for your resume and walk it down to HR themselves! And if it leads nowhere or they don't respond, NO WORRIES! Try again with someone else, or continue on to the next step.

This next step I personally recommend doing **even if** you've already reached out to a 1st or 2nd degree connection.

Reach out to someone who works at the company:

3. A recruiter, member of the company's hiring team, your future boss, etc. (3rd degree connection)

This can be:

- → The person who actually posted the job (LinkedIn sometimes tells you who it is)
- → A recruiter
- → A hiring manager or someone on the hiring team
- → A senior person in the department you're applying to (your future boss)

If LinkedIn tells you who posted the job, great! Send that person a connect request with a personalized note (next page), OR find their email address (below).

INSIDER Typs

To find an email address, go to Google and type in the person's name + the company name, and see if you can find an email address that way. If not, go to the company website and see if they have an employee directory. If you can't find the contact's email address, see if you can find anyone's email address. Then, use that same formula to "guess" at your target contact's address - most of the time this actually works, since all companies use some sort of formula for email addresses. For example, many companies use a simple formula of "first name + last name @company.com" or "first initial + last name @company.com."

There's also an app called RocketReach (https://rocketreach.co) which you can try for free. There's an easy to use Chrome extension, or you can hit Skip (at the bottom of the page) and just paste in the contact's LinkedIn URL. In most cases, it will find their email address for you. Easy peasy!

If the person who posted the job is not listed on LinkedIn, you need to find someone else to contact. Sometimes many people will email the person who posted the job since it's the easiest route, so you can do the following in addition to or instead of contacting the job poster.

On the company's LinkedIn page, on the right, click "See all X employees on LinkedIn," and then on that page, on the right, you can filter them by keyword.

In the "Keywords" section, you can type in/search for:

- → "human" (for "human resources")
- "recruit" (for "recruitment team" or "recruiter")
- → "talent" (for "talent acquisition")
- → "hiring" (for "hiring manager" or someone on the hiring team)
- → the department name you're applying to, so you can find a senior person

Once you get a name, you can send a connect request on LinkedIn OR email them (using directions on previous page to find their email address).

Subject ideas: "Introduction from X (your name)," "Hire X (your name)," or get creative: "Hire an administrative assistant (or whichever job title) who can do X Y Z (whatever you excel in that would be impressive and benefit the company/department)."

Content: "Dear (person's name):

My name is X and I'm touching base to let you know that I've just sent through my application for the exciting (role) opening you currently have in your team.

I am a (describe yourself) who is on a mission to (your purpose). This is exactly the kind of role I have been seeking in this space and think I'd be an incredible asset to your team (or to help achieve X goals, etc.).

In the past, I've done XYZ (list some awesome and relevant accomplishments here) and could help your company grow in the same way.

I've also attached my resume and would be ecstatic to speak to you or a member of your team about the role and your vision for (the goal of the organization). Thank you so much!"

- Now, if you send a message or email and the recipient never responds, don't hesitate to reach out again, and/or send a message to another contact! Sometimes persistence pays off, and you have nothing to lose but everything to gain.
- And again, **don't feel bad or weird about sending a message**. This is YOUR LIFE, you have to be assertive and make things happen for yourself. Plus, if you really are a great fit for the job, any hiring manager will be happy to have your resume land in their inbox. It could save them a lot of time.
- Make sure your message is as impressive as possible it's pointless to send a generic message like "I would be a great fit for this job because I have XYZ skills." Boring. Remember, just like your resume and cover letter, you need to SHOW, don't just tell. You can tell a quick story about how your skills made a huge impact on a previous organization, how you can help the company achieve their goals (show you've done research on the company!), etc.
- **Network without being pushy.** Successful networking entails being genuine, developing a relationship with your contact, establishing credibility, and sharing/receiving information about the company, your experience and qualifications, and the job at hand. **Be professional, respectful, and courteous.**
- If nothing else, at LEAST send a quick message to one of these contacts after you apply to the job to **follow up on your application** or to ask when you would hear back by (including a quick sentence or two about how you'd help the company succeed would be beneficial, though). This takes little effort on your part and might entice the receiver to check out your resume personally (especially if you tell them why you're awesome).

I hope you understand how IMPORTANT networking is these days, since less than 20% of applicants are getting hired by applying to jobs online alone. It takes some time and effort, but trust me, it WILL pay off!

DON'T GIVE UP!

If you've implemented all of my tips and have also been networking, but still haven't landed a job, please don't give up hope!

Sometimes it's simply a matter of not being the right fit - you may be over or under qualified, you may be judged by your age or your ethnicity (sadly, these things still happen), or the job may have been filled internally (which is most common). You don't want to work for someone who doesn't want you or appreciate your experience and skills - you might end up being miserable there and soon be right back where you started, looking for another job.

The right fit will come, but like all good things, it can take some time.

Just trust that when it does, the wait will be worth it.

And don't hesitate to email me if you need some help or motivation. =)



ADDITIONAL RESOURCES

Have you read this entire guide and still don't have an answer to your resume or career question? Just shoot me an email at getlanded@gmail.com and I can help!

Don't forget to visit the blog at getlanded.com for additional guides and blog posts.

Too overwhelmed and need to hire a **resume writer?** Or just want to check out some **resume samples** to see what your resume should look like?

Check out my Resume Writing & Resources page: https://www.getlanded.com/pages/resume-writing

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