

HOW TO MASTER THE JOB SEARCH!



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WHAT WE WILL COVER

1. MASTERING YOUR MARKETING MATERIALS
2. ACING THE INTERVIEW
3. GETTING PAID WHAT YOU'RE WORTH
4. JOB SEARCH STRATEGY



MY STORY

CAREER COACH

SENIOR RECRUITER

BEFORE THIS I TRIED
EVERYTHING...

1. MOTIVATIONAL SPEAKING
 2. RAN A NONPROFIT
 3. WOMEN'S ADVOCATE
- FEATURED IN SEVENTEEN,
GLAMOUR, ESSENCE....



I WASN'T ALWAYS SUCCESSFUL

- I took a low paying job
- I was doing more work for less money than my peers
- My employer didn't value me



I BOUGHT INTO THE MYTHS....

- Work isn't meant to be enjoyed
- I'll work my way up to a job I love
- If I start at the bottom one day I'll be at the top!



ONE DAY EVERYTHING CHANGED

I STARTED DRINKING THE
WATER I'D BEEN SELLING...

INTERVIEWS STARTED POURING IN
MULTIPLE JOB OFFERS IN 24 HOURS
FROM JR. RECRUITER MAKING \$30K TO
SENIOR RECRUITER FOR A GLOBAL
ORGANIZATION
I NEARLY **TRIPLED** MY SALARY

IS THIS YOU?

- Stuck in your job search?
- Underpaid or Underemployed?
- Feeling overwhelmed and overworked?
- Lacking fulfillment and purpose?



67 PERCENT

of jobseekers feel there is
no room for advancement
in their current job
-Careerbuilder



36 PERCENT

of employees would give up
\$5,000 to be happier at
work

-Ranstad US

RESUMES: WHY THEY MATTER

- On average, recruiters spend 6-10 seconds glancing at your resume
- Applicant Tracking Systems screen out more than half (300+) of all resumes received (500)-The ATS BLACK HOLE.
- Recruiters receive hundreds of resumes per job opening-the first applicant is received within 200 seconds.

RESUMES RELOADED-HOW TO MAKE YOUR RESUME ROCK

- Remove your full address from your resume
- Put experience before education if you have extensive experience, but if you have limited experience (i.e, new college grad) put your education first
- Move from a responsibilities based to an achievements/accomplishments based resume
- Highlight the MSA's under your experience.
- Put your strongest bullet point first under experience

JOB INTERVIEWS: WHY THEY MATTER:

- In less than 90 seconds, hiring managers know if they want to hire you.
- Interviews are a tool to screen candidates out, not in.

CRACKING THE INTERVIEW CODE

- Prepare, Prepare, Prepare! Are you an amateur or an expert?
- Dress for the job you want, not for the job you have.
- Always ask questions at the end of an interview.
- Always ask for a business card and write a handwritten, personalized thank you note to your interviewer.

SALARY NEGOTIATION: WHY IT MATTERS

- Not negotiating can cost you over \$500,000 over the course of your career (Source:Fast Company)
- 25% of those who negotiate get **MORE** than they expected (Source: PayScale).

NEGOTIATING LIKE A NINJA

- Shhh...never give a number up first-the first one to name a salary loses.
- If forced to give a number go for the top third of the range you are looking for.
- Say something like "I'm being considered for positions in the range of (top 1/3rd), but again I'm negotiable."
- Be hesitant about taking a counter offer.

JOB SEARCH STRATEGY: WHY IT MATTERS

- 80% of jobs are **not** posted online (hidden job market).
- Evergreen Jobs
- Spending countless hours online applying for jobs is a waste of time.

HOW TO MASTER THE JOB SEARCH

- Develop a list of 30-40 employers you'd like to work for regardless of whether you are aware of any opening in the organization.
- Send an intro letter, resume & cover letter, and follow up letter via snail mail.

“If you don’t like something, change it. If you can’t change it, change your attitude.”

MAYA ANGELOU



THE TRUTH

“This is your world. It’s full of more potential for pleasure, love, glory, beauty and bliss than can be comprehended. It even surprises you with misfortune so you can experience the full range of your explosive emotions, and so the good things are that much sweeter. Even better, nothing great comes easily. That would be hopelessly boring. You have thrilling hurdles to overcome at every corner in order to achieve greatness in this life.”-Anonymous



5th Annual COMMUNITY JOB FAIR

«2017»



Free Event «» Free Parking «» Open to the Public

SAVE THE DATE!

Thursday, June 22nd

10:00AM-1:00PM
420 Wood Street, Sugar Land, Texas 77498

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Every Sunday at 11am

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