

**What Follows Coding Dojo:**

**YOUR COMPLETE GUIDE TO  
SURVIVING  
AND  
THRIVING  
IN YOUR  
JOB SEARCH**

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Coding Dojo



**What Follows the Boot Camp**  
**Your Complete Guide to Surviving and Thriving in Your Job Search**

**Version 1.01**

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Hello, Graduate!

First of all, congratulations! We are so proud of you for taking this journey with us.

We understand that making a career transition is not easy. With completion of this program, you now have what it takes to be a great developer; and while your job search might feel like a whirlwind, it's crucial that you continue to keep your skills sharp with continuous time-spent and strong effort.

To ensure a successful job search, read through this guide carefully. At times it may feel like it's too much to handle and that's very normal to feel. We put together this book with the hope that our advice and tips would support you in finding the dream job you're seeking.

Please use this as a resource guide on different stages of your job search. We hope that you will find the information very helpful. Thank you and please keep us informed with how you're doing, what struggles you are going through as you search, and also once you find a successful employment, please let us know so that we can celebrate with you as well.

Thanks for letting us be part of your journey.

Sincerely,  
Michael Choi

*CEO & Founder of Coding Dojo*

## Key Advice for Coding Dojo Grads

*By: Michael Choi*

Looking back at the last few years, I've now taught over 300 students and have seen thousands of students go through our curriculum since we opened our doors. As I've worked with a lot of students, there are two strong groups that stand out: those who thrive at finding a job after the boot camp and those who struggle at it. What's surprising is that the skill sets within each of these groups isn't very different.

Yes, for both groups, going through the job search process is hard. It's a lot of work to refine your resume, refine your portfolio, prepare for interviews, network, apply to numerous jobs each week, and so forth. But again, one group finds their dream job way faster than the other group.

In this essay, I reflect back on the students I've worked with and some of the patterns I've observed between the successful versus the struggling, and conclude with ten useful pieces of advice.

### **Advice 1: Is your resume *really* ready?**

If you're applying to dozens of jobs each week and only getting a few inquiries for interviews, it's likely that your resume isn't stellar. Your resume may give the impression that you're an absolute beginner, or that you're an absolute expert with only 3-4 months of coding experience. Whatever the case, you need to learn how to present yourself well. Make sure you show that you're continuing to learn and that your learning didn't stop at the end of the boot camp. Show what you've done before the boot camp, what you did during the boot camp, but more importantly, what you're still doing *after* the boot camp. Show that you have more experience than just the boot camp. Show how you've taken courses before the coding school, what courses you're taking now, what projects you're building now, and so forth. You're directly competing with Computer Science Grads and those with nearly 5 or more years of experience. Show that you have more experience than just the boot camp. By listing all the things you did before the coding school and all the things you're doing after the coding school, you can directly compete with industry veterans. Make sure that your resume has no typos, grammar errors, broken links, or bland job descriptions.

I usually don't even bother interviewing someone who has typos in their resume as I know they will be clumsy with their code. When I see a resume with bad grammar, I usually assume the applicant has subpar communication skills, and therefore, skip reviewing his or her resume. When recruiters have hundreds of resumes to go through in a condensed amount of time, they look for red flags, such as typos, grammar errors, broken links, lack of experience, and so forth. Red flags are typically easier to spot.

Students who refine their resume *the right way* often see dramatic differences in how recruiters and employers treat you.

## Advice 2: Don't stop coding!

Your ability to code drops like a rock if you don't continue to practice coding. You learned things at rapid pace during the boot camp and if you don't continue to code and build while you're interviewing and looking for jobs, your ability to code will drastically drop. Don't let this happen!

Continue to code. Continue to build things. Spend one to two hours every day working on algorithms and do not get discouraged! Know that even Computer Science Grads often spend three to six months after their graduations preparing for technical interviews! This is supposed to be hard. Expect it to be hard and try to learn as much as possible during the process. Try to focus your first month of active job searching on the learning and not on the appeal of job offers. It's normal to struggle in your first few interviews, so treat them like practice! The more practice you get, the better prepared you'll feel. No experience is a waste. Instead, *learn* from these experiences, ask the interviewer what you did well, what you could have done better, and be genuine in your approach.

If you continue to code, you'll get better and better with time. This strong skillset will be apparent when you interview. Whereas, if you don't continue to code and you let your skillset dwindle, that will be apparent too!

## Advice 3: Don't position yourself as an expert (at least not yet).

Yes, you know three full stacks and that's remarkable! And while the hours you put into the boot camp are typically equivalent to about a year of experience, know, however, that you'll be interviewing with folks who have *decades* of experience. True, the boot camp was just a few months, but you should never position yourself as someone with just three months of experience (and make sure your resume does not give anyone this impression either). While the boot camp is a part of your long journey, it's not all of it. If you've been trying to code for the last year or two, show how you've been coding for this month and how you decided to take it to the next level by attending Coding Dojo. Instead of giving people the impression that you learned everything you know from Coding Dojo, embrace your entire skillset from all your various walks of life. Even if you learned 90 to 95% of what you now know from Coding Dojo, never give people the impression that you've only been coding for three months. Never.

On the other hand, because you're indeed quite new, don't claim that you're a super expert on all of these stacks either. They won't believe it and it's probably not quite true yet. Position yourself as someone who's really passionate about learning and as someone who managed to learn something new in just three months. Show how you have great exposure to this area and how you've built amazing projects along the way, but that you're aware there's still so much you're hoping to learn. Show them that you're continuously learning and experimenting with new libraries, new languages, and so forth. Show them that you're an eager learner who's looking for a company



where you can add value, grow, and help make an impact. If you have previous work experiences in other areas, show how these strengths and experiences can add diversity and a new perspective. Focus on what you can do to help versus what the organization can do to help you.

#### **Advice 4 - Look for a company that has a mission you can be passionate about.**

Find an organization with a mission that's of interest to you rather than focus solely on the compensation they're offering.

Yes, the job offer and the salary they extend is important, but not as important as whether you like the people in the team and what the company is doing. Don't worry so much about the initial salary. Your salary will go up once you prove that you can do the job!

Focus on how you can add value to the team and not so much on the money. Money will come if you work hard and prove that you're a good developer. Look for the right company with the right fit and be flexible on your starting salary.

#### **Advice 5 - Don't get discouraged!**

If you aren't getting many interviews or phone calls, it's likely that your resume is poorly written *or* you're not submitting enough applications! Consider these two possibilities and take the proper steps from there.

Expect things to be hard. Expect things to take several months and don't give up. It's normal for people to spend a few months actively interviewing and applying for jobs before receiving a single job offer. Again, make the most of this time and treat every experience as a learning opportunity!

#### **Advice 6 - Be flexible in what jobs you apply for.**

Some grads often turn down recruiters because they do not know certain technologies, such as C#, Java, Ember, and so forth. If you were able to thrive at Coding Dojo, however, you should be able to learn the basics of these in less than a week or two.

Coding Dojo's biggest strength is its way to produce graduates that are flexible and able to quickly learn something he or she didn't learn in the program.

#### **Advice 7 - Have a strong portfolio.**

Your portfolio should have dual purposes: 1) to give a powerful impression to those reviewing your resume and clicking on its link to your portfolio, and 2) to convince those who are interested in hiring you *after* they've interviewed you.

The first group (those who are filtering through your resume along with hundreds of other resumes), will essentially devote about 10 seconds or less of time looking

through your portfolio webpage before deciding whether or not to move forward with you as an applicant. Make it easy by having key information in a place that's easy to find. Show screenshots, technologies, some information about you, projects you've worked on, testimonials, and so forth. Make it simple but effective.

The second group are people that have already interviewed you and are in the works of making a decision about hiring you or one of your competitors. They probably will visit your portfolio webpage to look at it more in depth than they originally did, and to see if you really *know* and *understand* what you're doing. They will probably spend 5 minutes looking at your portfolio, and weaving through it more closely, maybe visiting the GitHub links, going over your source codes, and so forth.

Optimize your portfolio for *both* of these audiences to ensure success.

### **Advice 8 - Take the residency program (and the work you do post boot camp) seriously.**

Even after you've graduated, continue to come to Coding Dojo, work on your portfolio, resume, algorithm challenges, meet with your Career Services Manager, and so forth. Let your instructors and advisors know how you're doing, what challenges you're going through, what interview questions you got asked, and anything else you need support with.

The students who do the best during job search are those who prepared before applying for jobs. Those who rush in applying for jobs BEFORE having a strong portfolio site, resume, stack knowledge stumble. It's much better to master the fundamentals, gain the skill sets for finding a good job, and for example get your two black belts before you start applying for jobs.

Devoting about a month of solid preparation will pay off in the long run. Most of this preparation can be done within the weeks following the boot camp where you attend Career Readiness.

### **Advice 9 - Take advantage of learning opportunities in the Dojo.**

Your local Coding Dojo may have opportunities where you can continue to learn. Some may even be paid opportunities, such as Teaching Assistant opportunities, Apprentice opportunities, and so forth. Even if your local Coding Dojo doesn't have any paid opportunities available, or if you're struggling with some of the concepts, use this time to *volunteer* help to current students. Volunteer to lead some of the algorithm sessions if you're feeling a little shaky on some of the concepts. The best way to learn is by teaching others and uplifting others.

Be proactive on how *you* can add value to your local Coding Dojo and its students. Optimize your learning in any creative way you see fit.

### **Advice 10 - Be grateful.**

Reflect back on how much you've learned and grown as a person, as a developer, and

as a member of your team and community. Be thankful to all those who helped you during your journey, including your family members, friends who waited patiently as you took this time to learn, as well as to the staff that supported you at Coding Dojo.

Practicing gratitude and happiness will help you in ways you may have never imagined. Positivity will help you to learn things faster and it will help you to succeed in your employment interviews.

Once your job search has concluded and you're in a role you love, take the time to thank everyone who has supported you along the way. Here at Coding Dojo, we strongly believe in Karma. All of the appreciations you express will come back to benefit you, often coming back in multiple folds.

## Alumni Success Stories

These stories are featured in this book as a reminder that this IS possible. Job searches take time, guts, and a lot of hard work. Please read these stories and take inspiration from your fellow ninjas' success. Learn from their tips and let them guide you to your goals. And remember, keep your eye on the prize and you'll get the career you always wanted!

### Alumni Story - Sonya Panich



#### Current Job Status

I am currently a Software Engineer at Equinix. I currently do test automation, using tools such as Postman, Ready API!, SoapUI, and an in-house tool. I work closely with the developer of that tool, as I am the first to use the tool for production. It is awesome, I can offer suggestions and learn from a senior engineer.

#### Job Search Experience

However, back to my job search experience, it was not easy. While we learned a number of languages, tools, etc, the fundamentals were all but omitted. The more time and experience I gain, the clearer this is. The Dojo focuses on breadth, rather than depth. I was a complete beginner, and this is not my learning style at all (I prefer to learn fundamentals, go in depth, then experiment on my own and do assignments), so I felt as though I barely learned a thing, even though I technically had a few projects under my belt. Needless to say, my confidence in my abilities was tremendously low upon graduation. Even though, I did not want to give up! To be

honest that was not an option in my mind. Sure, you could give up, but then what? Keep going! Modify your plan if necessary, but keep going!

After graduation, I decided to take a few months off to go in depth on the languages and concepts covered and build up my portfolio. I studied on my own, and recruited a few software dev friends who were willing to help/collaborate on small projects. This was key for my grasping the fundamentals. Once they had explained a few things to me, all the tools from bootcamp made much more sense. I had also been taking online courses from great instructors to solidify my understanding of fundamentals, which helped immensely as well. I started applying to jobs shortly after.

### Job Search Tips

Here are some tips for recent graduates who are currently struggling with job interviews and wanting to give up. Explore your options. Web development isn't the only role out there. Maybe you are more interested in design, or product, or architecture, or networks. Be honest with yourself and question your process. This will allow you to formulate a career roadmap that will be fitting and fulfilling for you. Coding skills and knowledge are extremely versatile! Talk to people in the field, especially those passionate about what they're doing. Passion and energy is contagious :) Go to meetups and networking events. Find resources online, create a study plan with small actionable items, and keep at it! Remember to exercise and take care of yourself. It's hard to have a happy mentality when your body isn't happy. Socialize! Make time to spend to friends/family.

## Alumni Story - Marvin Alganés



### Current Job Status

I am now working as a Software QA Engineer in one of the largest tech companies in the Bay Area. The product I am working on is a virtual assistant living in most of our handheld devices. I am a contractor but I get to experience what it's like being part of an agile team. I am not 100% coding because I spend a lot of time configuring servers in unix and SSH while monitoring the request/response cycle of our AI. I also deal with machine learning models and statistics as we need to know if our AI model is sending the right responses back to the client. I use Python, Perl and shell to automate my task. Learning how to code and taking the iOS stack helped me get this role.

### Job Search Experience

Job search was never an easy journey to anyone coming out of a coding bootcamp. Instead of spending a lot of time looking for work, I spent some time reconnecting with former coworkers. I found out that my former colleague Mr. V works in a gaming company. I reached out to him and asked if he could refer me--preferably a junior or intern role. Surprisingly, his manager called me after a week and asked me if I could do a contract job as an intern and build a dashboard for them. They told me I could build it in any tech stack I wish. I was ecstatic and nervous. It was a paid internship in San Mateo, CA. A month before my contract ended, I started looking for jobs again. Within two weeks, someone reached out to me if I wanted to join a company working on artificial intelligence in Cupertino CA. I passed all phone and onsite interviews. My onsite coding question was to construct classes and objects in Python, and explain OOP. Question two was to write an object constructor in Javascript and write some methods of that constructor."

### Job Search Tips

My advice to new grads who are in the job search is to network. When you reach out to a recruiter, do not give them a template of message indicating that you are Jane Doe who can do XYZ. Remember that there are many competitions out there. Generic

messages like that do not attract recruiters. Instead, write a personalized and concise email. Let the recruiter know why you are the best fit as per job description and why you'd like to work for the company. Research the company's mission statement. Ask the recruiter that you'll be happy to talk more about the role via phone chat or coffee. Make the recruiter excited of reaching back to you. If you know any friend or former colleague who works in your dream company, do not hesitate to reach out to them and ask if they could refer you.

One thing to keep in mind though is to make sure you know what you are applying for. Do not send your resume to anybody saying that you are looking for job. Instead, go to their company's career page and look for a role you are interested in and apply. Once you completed the online application, reach out to your friend and ask if they could refer you for the role of XYZ Job ID 123. This step usually bypass the shortlisting process and the recruiter will closely look into your profile. I have done this many times and it seems to work. Networking is one of my biggest advantages in the job search. LinkedIn is the most useful platform out there so make sure you polish your profile!

### **Alumni Story - Anonymous**



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#### Current Job Status

I am a full-stack web engineer with ContextSmith now. I use Ruby on Rails, with Javascript (Vue and JQuery) F/E, Ruby on Rails server layer, and PostgreSQL + Java backend. We use Github and Heroku for version control and deployment. We use Slack and Google Suite for communication.

#### Job Search Experience

Personally, searching job was the most difficult part -- it was hard to balance my expectations of how long the job search process can be with the reality of how much hard work you need to put into the resume/interviewing prep process. A lot of students in my cohort forget this part of the journey -- and I think students should be reminded of this during the instruction -- that the learning and process doesn't end at the end of bootcamp instruction. That's why it's important to gain and maintain momentum as long as possible during the active weeks of instruction, as your energy

allows. Looking for a job, and not getting callbacks, was first time the feeling of “giving up” crept in. But I didn’t want to give up, because that would mean I put all this effort and resources into it to come out with nothing, and this is an outcome I just refused to accept.

### Job Search Tips

Tips I personally know software engineers who have many years of industry experience who have taken months and upwards to a year to find a job -- so don’t be discouraged if a person with no industry experience takes awhile to get an interview. It’s a process and you’re competing with everybody else! Work hard and always be over-prepared -- so that when you do get a chance to prove yourself during the phone or in-person interview, you can relax and concentrate on letting your communication skills and passion shine! If this is a career you really want and you aren’t afraid of hard work, then keep putting yourself out there and never give up!

### **Alumni Story - Jerome Ortega**



### Current Job Status

Now, I am a full-time “Core Front-End Software Engineer” for Guardian Alliance Technologies. They are a Software as a Service company. I currently use React for front-end development, but I do various full-stack features/tasks as well in CodeIgniter (PHP MVC framework) with SQL. I create new features, bug-fix, do a bit of testing, and of course adjust the UI based on pre-made mockups, but sometimes on my own volition, allowing me to flex my creative muscle as well. My code has already been deployed to production multiple times through my employment here.

### Job Search Experience



Searching for a job was very tough. I felt like it was harder for me than the actual bootcamp. As I was looking, I tried to learn other things in addition to looking for jobs. Since I didn't have a college degree, there were many companies that considered me not qualified right out of the gate. I would occasionally get through technical phone screenings, but when I did, I was presented with a coding challenge or algorithm that I was just not prepared for. I also only got called back, I would say about 3% of the time based on the number of applications sent. After about 3 months of this, I decided to pursue another educational program through Udacity. The difference is, this was an intermediate program just for front-end development. I would not have been able to complete and understand the course without the knowledge I gained through Coding Dojo.

After completing this, I felt my skill set was definitely improved. I called career services at Coding Dojo, and I worked with Manny, who really helped me get my resume in order, guided me in the interview process, and helped me focus my job search. Soon after, I found an unpaid internship with a non-profit called "Civility International" using the MEAN stack with Angular 2. I completed the internship, and with some more job hunting, learning of a new framework called React, and relentless programming, I finally got a paid, full-time position as a front-end software engineer for a company called Guardian Alliance Technologies in November 2017.

### Job Search Tips

Take stock in the little accomplishments during the job hunt process. When you get called back, enjoy the fact that they wanted to talk to you. When you make it past the technical phone screen, congratulate yourself. When you do your first technical interview, celebrate the fact that someone felt like you should be brought in. Conversely, whenever someone gives you feedback, make sure that no one can say the same thing about you again. If someone tells you that you were weak on algorithms, study and practice until you can do CRUD operations on any data structure. If someone tells you that your CSS is weak, make a beautiful, one-page website for your favorite restaurant. Always use the criticisms to your advantage, and never let anyone say that you won't get there, because you will.

Final tip! Never stop learning! Constant learning is what puts you above other bootcamp grads who feel like they have finished the learning part and are now ready for a career, especially if you don't have a degree. Show people that you love the career by bringing new skills into your repertoire, and using them in whatever project you want.

## Alumni Story - Patrick Leung



### Current Job Status

After my job hunting experience here in Hong Kong, I've decided I have to do something for the tech scene for my city. I ended up talking to one of my old friend who was a mathematics and computer science PhD major from Harvard and now we co-founded our artificial intelligence company called Sense in Silico, focusing on computer vision. Both of us use python mainly working with Tensor-flow and Keras building and optimizing our prediction models for object recognition and building up facial recognition features. My main responsibility is to build and maintain our company website and web-application using MEAN stack.

### Job Search Experience

Searching for a job back in Hong Kong wasn't too hard. What Coding Dojo has prepared us for made me quite ahead of the tech trend in Hong Kong. I was approached by at least 4-5 different recruiters and headhunters a week that it started to get very annoying! You may think it's a good sign but truthfully speaking, it was a very disappointing experience because most of the outcomes weren't what I expected, even as simple as hoping to find a company that keeps me coding, helps my growth and having a leader that can coach you through the way. It felt like a dilemma, I have interviewed established tech company and start-ups in Hong Kong and it seems that most of them are quite out of date with their hiring process. Coding Dojo has prepared us for on-site technical mock interviews and whiteboard algorithm testing. None of the companies' HR and hiring manager did that. It was mostly behaviour questions and I explaining how I built my projects, without any technical follow ups. The biggest disappointment was towards the final stage of offer when the HR undervalues your capability just because you haven't got years of development experience in your previous job, and they offer you a package for a junior full stack

developer as much as what most college entry level makes (around 30k USD/year).

### Job Search Tips

If you can get into a company with great coaching and mentorship, that's a plus, but the truth is not many companies out there have the luxury to train you (at least from where I am from) and they expect you to be job-ready and contribute as soon as you join the company. It is a long road out there and you have your whole life ahead of you working for something. Why give up this easily even after months or even years of job market struggle or rejection when you've been working this hard investing the time, where most people have a hard time allocating, on picking up something you haven't done before?

My final thoughts to share is to be persistence in whatever you do and what you believe in. Don't settle for anything that doesn't value you. It doesn't necessary have to be how much package that people out there are willing to offer you, but also how much they value engineers like us. Remember it is you who've invested your time, money and energy in gaining this skill in your life. What people out there value the most isn't how well you can code but your journey on what you've learnt during that process. The experience that you have as an individual is priceless and that value is what any meaningful companies out there cares about. When all fails, keep coding!

Other than the tip of keep coding and keep working hard on understanding and updating your knowledge on the frameworks, algorithms and the stacks you are using, I have to empathise that going through job interviews, job hunting and working on the job is always going to be an endless struggle. Getting a job isn't the hardest part, but staying in the job and keeping up with the standards of the team/partnership is the hardest part. 16 weeks of coding bootcamp isn't a magic bullet to be job ready. It is really just the tip of the iceberg. Even until now, I end up going back to the learning platform, paying for yearly subscription, and keeping updated with coding knowledges.

## Vanessa Joan Bell



### Current Job Status

I am a Software Engineer at Thistle (thistle.co). Our web stack is Python/Django with some React.js on the frontend. I work mostly on our app frontend which is written in React Native.

### Job Search Experience

My job search experience was not easy by any means. After sending resumes out into the black hole of job search websites and company job postings for a few months only to be told I didn't have enough experience, I joined a volunteer project to build my portfolio. After that was over, I found an unpaid internship where I could use my JavaScript skills to learn React.js. As enlightening as that internship was, I really needed to find a paid position. After some tough (failed) technical phone interviews, I contemplated moving back into a non-technical position. However, I renewed my focus after participating in a few hackathons (I highly recommend them!!) and realized that I had to keep trying for that software developer position.

That's when I changed my job search strategy a bit and began to leverage my network. I reached out to an old coworker who knows a recruiter at Thistle. We chatted and one thing led to the next and I was hired on to work part-time at Thistle for a few months. So all in all, it took 11 months after I graduated Coding Dojo until I found paid work as a software engineer. I was hired on full-time at Thistle at the start of this year.

### Job Search Tips

My biggest tip is to do practice interviews with your friends who know how to code, or try out a service like pramp.com that allows you to practice with real job seekers like you. Technical interviews are scary, but the best way to get better at them is to do a lot of them. Don't just practice algorithms - practice having to explain your logic out loud to another person. I didn't do this nearly enough.

Also, go network! It doesn't have to be a job fair (in fact I mostly avoided those) – go to a Meetup about Python or an industry you're interested in. Better yet, go to a hackathon! A lot of hackathons are set up so that you can be a complete beginner and still have fun. It's a great way to build your portfolio and you might meet a potential coworker or employer there!

Finally, remind yourself why you want to work as a software developer. What is it about web development that makes you excited? This will be your best motivation when you feel like giving up. although I also do work with our Django REST API.

### **Alumni Story - Alex Wapniarski**



#### Current Job Status

I work on Cortana at Microsoft as a Software Engineer. I write C# code using Visual Studio and my team uses Git for version control.

#### Job Search Experience

The job search is brutal and it is the toughest part of changing careers. It is a constant stream of hearing no, but it does get better. Every failed interview is a learning experience and eventually you will get a yes.

#### Job Search Tips

Practice, practice, practice. Ask other Dojo graduates to interview you and offer to interview them.

**\*If you would like your story featured in future versions of this book, please contact your local Career Advisor.**

### **How should you use this book?**

While you can certainly flag and refer back to different parts of this book, we recommend you read this book all the way through, cover to cover (like a novel). As you do this, you'll have a better idea about how to plan your next few months, what you should focus on during the first month, second month, third month, and so forth; and how to make the most out of what you've learned in Coding Dojo. Supplement this book with curriculum on our online platform as well as with workshops and direct support from your local Career Services Manager.

## **Chapter 1: Career Exploration**

**In this chapter, you will be provided with:**

- How to focus your energy when it comes to your job hunt
- How to determine if you are in fact on the path that is ideal for your own career satisfaction
- The best way to prepare for the journey ahead

### **Overview**

Welcome to another milestone along your Career Development Journey! Whether or not you come to this point certain you know what you want to have happen next, this section will be a great way for you to focus your energy when it comes to your job hunt, as well as determine if you are in fact on the path that is ideal for your own career satisfaction.

The best way to prepare for the journey ahead will be to think through the type of company you want to work for, the roles that they have or that you would enjoy filling, and what you have done before (that you would like to keep doing).

### **What is a Career?**

For the purposes of this journey I'm defining career satisfaction as the series of jobs that lead you to achieve your ultimate goal. Two keys to this definition is that:

1. One job is not a career
2. You must define your ultimate goal

A goal must be defined and measurable, and for a series of jobs to lead you there, you must have a theme or relationship that ties them together. A series of jobs can be in one industry such as:

- Professional, Scientific, and Technical Services
- Computer and Electronic Product Manufacturing
- Data Processing, Hosting, and Related Services

If you're a Career Changer (or a *Transitioner*), you might look at what you love about coding or what you want to create and discover that your skills can be used in whole other industries such as:

- Education and Health Services or Educational Services
- Information
- Professional and Business Services

The series of jobs that make up your career can also be framed as the problem you solve! Such as creating applications that public school teachers will use to increase

their effectiveness with students. Or the difference you wish to make, such as enabling micro contributions that have a macro impact in the non-profit and social justice space. Or a topic you are passionate about, such as linguistics.

While these are just a few examples, these are based on my conversations with more than 400 graduates as well as those attending Coding Dojo Open House presentations.

### **What is Career Satisfaction?**

The key to picking a career that will lead to satisfaction comes both from identifying what you are looking to accomplish, needs you're looking to meet, or the purpose you're looking to fulfill. All of these things we will look at in this section, including what you can expect once you invest in a job hunt after graduating this boot camp and how to determine which job or even career path will help you accomplish your ultimate goal in a way that will make you happy and define as a success.

### **What Can I Expect Right Out of Boot Camp?**

About 75% of Coding Dojo students are looking for a job in the industry. The key to fine-tuning your job hunt will be in knowing what you can expect. Usually what is daunting about a career change, transition, or investment is the unknown, so here are the top 10 job titles our graduates have taken on:

1. **Web Developer** - designs and creates websites.
2. **Software Engineer** - develops, creates, and modifies computer applications or utilities / research design, develops operating systems-level software.
3. **Front-End Developer** - in charge of the user interface and style of a website.
4. **Junior Web Developer** - designs, develops, and implements software packages for websites, usually with less than three years of previous experience.
5. **Software Developer** - develops applications to accomplish tasks or underlying systems that run devices.
6. **UI Developer** - designs visual interfaces and interaction of web-based applications.
7. **Full Stack Developer** - in charge of the front- and back-ends of a website including server, client and hosting, data structuring or modeling, user interface and experience, in addition to the needs of the business.
8. **Owner/Founder of Startups** - designs and creates a product or service to be sold to a customer base.
9. **Web Designer** - designs and constructs web pages and sites including user interface, features, and other techniques.
10. **Project Manager** - plans, coordinates, and directs activities within an organization.

The way that the industry is right now, there is no standardization with job titles between companies so you will have to do your homework in order to know if the job title is what you expect for the job role. In fact, some cases Software Engineer seems to be used synonymously with Web Developer and a Systems Engineer can mean any number of things.



## How Do You Solve Problems?

To give you a further idea of what roles will be available to you and how they (and you) fit into the industry, depends on your approach to problems:

- A **Hack** or **Hacker** is not necessarily a great keyword to use describe yourself in terms of your skills and abilities because it can imply a lack of expertise through patch work that's not clean and a really lack of understanding of why it may work.
- On the other hand, a **Web Developer** would have clean code that will not only solve today's problem for real.
- A **Software Engineer** solves long-term problems in any number of ways. They will often answer a question with 'well, it depends,' because they would choose a solution based on the situation and then measure the results for performance.
- **Junior** roles, whether a **Developer** or **Test Architect**, has more to do with experience and maturity in terms of knowing what to do when something unusual happens. This could even be a **Software Engineering** role depending on the company, so be sure to do your homework about yourself and the expectations of the hiring manager.

## Not All About the Code?

Not every one of our grads takes or wants to take on jobs that deal with coding every day and all day. If you want to talk code but you don't necessarily want to code for work, here are some paths to consider:

- **Dev Ops** or **Development Operations** can be another title for customer support but it can also mean full stack expertise in getting all things deployed and knowing what to revise in requirements change. The person in this role should have the mindset of a developer and not just be an operations person.
  - An **Ops** or **Operations** person thrives on consistency and control in an ideal world where nothing ever changes. This person is about the entire network and getting power to the system.
  - A **Developer** always wants to add a feature and will admittedly never get it right the first time so there will always be bug fixes!
- **Junior** or **Senior Tester** is someone who can test the front- or back-end, and is usually more of a **Back-End Developer** with good technical sensibilities. Usually this person loves to work with puzzles and is always on the lookout for the trick that will be a breakthrough to the solution. Often times this prowess comes so easily for the person in this role that it's taken for granted and assumed everyone can do it...
- **Business Development** is about building a company, most likely to be bought by another company.
- A **Tech Writer** or **Tech Evangelist** are all about getting other software companies to be excited about some technology the company creates.
- **Program / Project / or Product Managers** are connectors which means they connect all the pieces for the development lifecycle so that deadlines can be met.

- **Field and Sales Engineers** work with larger companies in order to get them to buy software as a service (SAAS) and then helps them to integrate it into their current workflow.

### What Makes a Good Fit?

You are here because you want to *have* and *code* a better future. Owning the keys to your success is owning your own professional development so that:

1. Your opportunities for growth are *clear*
2. There *are* opportunities for growth

This goes for your professional growth and development within one company as well as within the tech industry. As a way to keep us focused on what impacts your career satisfaction, keep in mind the following as you evaluate how you fit:

1. The People
2. The Purpose
3. The Product
4. The Potential

**People:** Because you are most productive with teammates you can relate to and rely on.

**Purpose:** Because everything you do must have a purpose for it to feel meaningful.

**Product:** Especially if you are looking for work, you are selling a product (ex: websites) or a service (ex: website design and development).

**Potential:** Because every ‘worth-it’ opportunity holds room for growth.

### Where You Work Matters

It’s great to know what kind of work you could do after you graduate, but how can you tell if a role will be a good fit for you? The key to this is to know what you like (or don’t like). Sure, you can focus on a role but you can also *set your sights on a specific company*.

Where you work will impact what kinds of things you could be doing for your first job after graduation. A smaller company or startup will give you the chance to do all kinds of different things - utilizing your full-stack capabilities. Startups move so quickly with deadlines and opportunities to take on work beyond the scope of a role that your potential for growth is great. Sometimes, *one week* with a startup can equate to *one month* of opportunities and work in a mid-size company, so here you would need to move quickly according to the needs of the company. If this is your type of company, there are three things to consider:

1. **Size of the of the team of developers.** If you’re the only one, then everything rides on what you can do. If there are others, you can bounce ideas

off one another, debug together, and if they have more experience, you could even be mentored.

2. **Years in business.** Five years is a make or break time for a business to know if they will make it. The more years they've been around, the more likely they have figured out how to keep their employees paid. There are no guarantees, as large companies have failed, but it is important for you to realize that there is a risk to working for new and small companies.

Larger companies give you a chance to specialize. The key to taking on this opportunity is to keep current regarding industry and technology trends so that you don't find yourself in a niche that becomes outdated. Coding Dojo's curriculum is designed to give you an advantage because you won't be a very specialized engineer, and instead, you'll understand *the whole system*.

### Determining What You Need

In determining which roles will be your career satisfaction mecca or mirage, consider your answers to the following questions:

- **Can you work remotely?** If not then you should steer clear of jobs where you will have to find and harvest self-motivation, independent work habits, and virtual team-building.
- **Are you willing to travel?** If you are working remotely you will likely need to travel in order to meet with other members of your team.
- **What are your work/life balance requirements?** If you have a family or are planning extensive travel, you might consider opening your eyes to remote opportunities. If you prefer stable, predictable schedules, a larger company might be more your speed. If you want to go for a startup but you're not sure what they would require and they're not yet listed on GlassDoor, take the interview opportunity and ask questions. You don't want to come right out and ask about work/life balance because that can appear as though you are unwilling or unable to do what they need you to do, but there are certain questions that you can ask of the recruiter or person you interview with in order to find this out, including:
  - **What does your sprint cycle look like?**
  - **What is your frequency of code cycles to production?**
  - **What does a day-in-the-life of someone in this role or this team look like?**
  - **I put in 70-90 hours a week during an immersive bootcamp, what would you say is the average work week expectations for this role?**
- **What are your location requirements?** Consider where you would work on a regular basis if you need to be onsite. You might have to take the cost of living, commuting, and parking into consideration.

All of these factors will and should influence your decision. Answer these questions before you begin your job hunt so that you know how much money you would need to make in a role at a certain location in order to be comfortable.

## **Money, Money, Money.**

In order to know if a role is worth your investment you should first find out how much it pays. If this isn't your highest priority, I recommend you at least know the numbers before your first interview - especially with a recruiter - so that you both know the value of the position, of what you offer, and whether or not the situation in front of you could even work for you. Besides asking your peers and mentors what you can expect to make as a Web Developer, for example, there are two key places to check to find out what the going rate for a role is: **Salary.com** and **GlassDoor.com**.

### **About Salary.com**

Salary is great because you can both get a job description and a salary range. This matters, as one Coding Dojo alum found out, because when you realize that you know the technology used in the role and you fit the experience range, you may just find you command more money than what you would have asked for. For example, the national median for an entry-level Web Applications Developer is more than \$58K.

With full benefits - did you forget you may want those too? - that role is valued at \$84K+

If you look at that in terms of the *location* of the role you will find that those numbers change. For example, the same job in Dallas may pay a very different wage that it would in the Silicon Valley.

### **About GlassDoor.com**

When you look on Glass Door you can get information on the culture of a workplace, salary information, and also information as it relates to the specific company.

### **Your Decision Is....**

All of this is great, but how do you know what to pick now that you have so many criteria? Take the emotion out of the choice with a decision grid.

1. **Pick your top 2-3 roles** based on the work involved and technology used. Go through the list I offered you here based on roles taken by our graduate or you can go through job titles listed at sites like **BLS.gov** or **SkillCrush**.
2. **Pick the top 5-7 criteria** that will impact your happiness in that role based on everything we talked about in this section including:
  - a. **Size of the company / team**
  - b. **Location**
  - c. **Work / Life Balance**
  - d. **Compensation**
  - e. **People**
  - f. **Product**
  - g. **Purpose**
  - h. **Potential for your growth**
1. **Create a grid** where your ideal roles are listed along the left-hand side and the criteria are along the right. All the criteria you picked should be listed along the top like so:

	People	Product	Purpose	Potential	TOTAL
Job 1					
Job 2					

2. Give each criteria a value on a scale of 1-9 using only odd numbers for each job. You can use the same number twice. This exercise can be used for any decision.

	People	Product	Purpose	Potential	TOTAL
Job 1	8	7	7	9	31
Job 2	9	8	7	7	31

### Test and Learn

If you still feel uncertain about which direction to go handle it like you would any bug fix: Test and learn. Go to Tech Talks, Alumni Panels, or Meetups to talk to people who already work in the industry and ask them questions. Research the role as much as possible. The next thing to do is act. Take a step in one direction and see what happens. Keep going in that direction until you know for sure that you can work happily ever after.

### Then What?

Once you pick a role you should continue to learn about technology, trends, and innovations in that area. Your projects - whether they are boot camp assignments or ones of passion - should reflect your interest. Port at least two projects in the most relevant stack of technology and that experience alone will set you up with the equivalent of three years of experience, especially if you graduated from Coding Dojo!

### Reflection

What we learned in this chapter is what that a career is a series of jobs leading you to your ultimate goal, and satisfaction in that path has a lot to do with how you define success and what you are looking to create and whether or not you like what you're doing. While our graduates tend toward being a Web Developer or Software Engineer, there are also roles that you can take on where you can talk the talk and not necessarily walk the walk.

To know if a role or career path is right for you, you must first determine what you need or want from your next role and if you can live the life you dream of living while doing it. If you can't decide, you can test and learn but you must, above all else, act! Once you step out in the direction you believe is right for you, pursue it with all your mind, heart, and soul and do the work you've always imagined.

**In this chapter, we learned:**

- That a career is a series of jobs leading you to your ultimate goal
- That satisfaction in your career path is due in large part to how you define your success

## **Chapter 2: Your Portfolio**

**In this chapter, you will be provided with:**

- The steps you need to make an outstanding portfolio

Your resume is important, but so is your portfolio. In looking at your resume, it should have links to projects you've worked on, as well as a link to a single portfolio site where a potential employer can gain a strong sense and understanding of your personal brand and your completed projects. Sounds daunting, right? Not to worry. Here are the top six tips we offer on how to make your portfolio absolutely awesome.

### **Tip 1 - You get just under 10 seconds to impress potential employers.**

It's highly unlikely that any recruiter would take the time to go through your entire codebase in GitHub. Don't waste time sending people directly to GitHub in hopes that they will look through all of your codes. We've reviewed many resumes where an applicant will list 5 or so projects and each project links to its GitHub repository. Ask yourself: who would have the time to go through the codes or clone the repository, deploy, and test your app? Answer: no one does.

### **Tip 2 - Remove anything unnecessary for them to see how your application works.**

Remove login/registration pages or anything that requires them to login. With a single click from the resume, have them see how the application works. Try to create a wow effect by having JavaScript animations and effects (using D3.js for example) or embrace a cool parallax effect.

### **Tip 3 - Show how flexible you can be with different technology stacks.**

If you decide to have a portfolio site where you feature multiple projects, make it

really easy for hiring managers to see what projects you've worked on and what technologies you've used. Avoid showing project after project built using the same technologies. Try to show them how flexible you can be with different technology stacks.

Your portfolio is meant to impress! You might find it difficult to impress if, for example, all of your projects presented in your portfolio are built in HTML, CSS, JavaScript, and PHP. Instead, imagine how a potential employer would think if you listed six projects and each project was built with the following stacks and technologies:

1. Project 1, built with HTML, CSS, JavaScript, PHP, CodeIgniter, and MySQL
2. Project 2, built with HTML, Sass, CoffeeScript, Ruby on Rails, and Postgres
3. Project 3, built with HAML/Jade, Less, Node.js, Express, MongoDB, and AngularJS
4. Project 4, built with HTML5, Less, Node.js, Express, Redis, and AngularJS
5. Project 5, a Ruby on Rails application with web services built in Node.JS, a client end framework built in Backbone
6. Project 6, built by playing with KnockoutJS as well as ReactJS

Wouldn't above look a lot better than the following?

1. Project 1, built with HTML, CSS, JavaScript, PHP
2. Project 2, built in the MEAN stack
3. Project 3, built with the Ruby on Rails framework

Please note that most recruiters and hiring managers are not too technically savvy and they're likely looking for specific keywords such as HTML, Sass, Less, Redis, MongoDB, AngularJS, and so forth. Make sure you show how flexible you are with different frameworks, technologies, and concepts.

#### **Tip 4 - Validate your HTML, your CSS, and make sure your codes are clean.**

It's likely that no hiring team will go through your codes (other than maybe your HTML and CSS) until they've already interviewed you and want to look at your skill sets in more depth. If recruiters revisit your resume or your portfolio at a later stage of the interview process, you want to make sure you're prepared. Make sure your HTML/CSS is validated and that you've put comments in the controllers/models/views so that it reads clean.

#### **Tip 5 - Focus on projects with real time updates.**

Most every hiring manager and engineer you interview with will have a substantial amount of experience. All the projects you've built in, for instance, in PHP, Python, Ruby, Java, or C#, are projects your interviewer can likely build in way less time than you can. And even if this isn't true, most every seasoned engineer you speak to would like to think it is.

You should definitely have projects built with traditional web frameworks. You should also have one or two projects where you've used the power of Node.JS (the sockets especially). After all, majority of developers do not know how to use the sockets. Make sure you have at least one or two projects with sockets (use Node.JS to create small web services that work with other frameworks such as Rails/CodeIgniter/Django, and so forth) and show how these real time updates occur. Utilize D3.JS or other animation effects to create a wow effect. If you're a Coding Dojo student, it's a must that you have some projects that utilize the power of socket.

**Tip 6 - Make it look pretty, even if you don't consider yourself a designer.**

It pays to make your portfolio look clean and beautiful, even if your forte isn't design. Look to other portfolios for inspiration and designs to emulate. If all else fails, purchase a beautiful template and customize it for your personal site. Google, as it was before, will continue to be your best friend.

**In this chapter, we learned:**

- How to wow employers with a wow-worthy portfolio.

**Chapter 3: Your Resume**

**In this chapter, you will be provided with:**

- A roadmap for creating an effective resume

When approaching the subject of how to construct "The Perfect Resume," you must understand the starting premise is false. There is no such thing as the perfect resume. There are strong resumes that promote and weaker resumes that detract. Your goal should be to create something that fits in the first category.

Remember that your resume is your "stand in." Think of it this way, it's like you stopped by to say hello and ask the hiring manager for a moment of his or her time. When you do this, you wear the suit (you know the one) that always draws the most compliments. You smile brightly and extend your full hand for a committed and engaged handshake, dedicating your energy to being fully present in that moment. In that brief exchange, you want to leave the impression of competency, synergy, and a flutter of potential.

That's exactly what your resume should be accomplishing for you, the initial hello that turns into a phone call requesting more of *your* time.

Now that we're clear on what a strong resume should do, let's set about the business of creating one. Ask yourself the following questions while filling in the blanks:

- **Present Goals:** Why am I pursuing this job? What do I want to learn? How do I want to grow? (Objective/Summary)
- **Future Goals:** What would I like to be doing in 3 to 5 years? What would I like to accomplish professionally that resonates for me on a personal level? (Objective/Summary)
- **Soft Skills:** What do I contribute to my work environment that is reflective of



my personal values and of what I enjoy?

- **Technical Skills:** What tools have I mastered that will enable me to do my job and to do it well? What is my level of proficiency or mastery with these tools? What tools would I like to improve on or gain? How would I like to use my skill set in support of an employer? What kinds of projects would I like to be doing?
- **Professional Experience:** What businesses or people have I worked for? What real world projects have I completed? What roles have I served in my jobs? What measurable accomplishments have I earned? How did something that I created or initiated positively benefit my team? What am I most proud of having contributed? What recognition have I received for my work by my supervisors and/or colleagues?
- **Education:** What institutions have I attended? What degrees, certificates, and awards have I received? What continuing education courses have I taken that benefit my career?

Your resume is one piece (a very important piece) of your overall professional branding. All your branding materials (your resume, your social media, your portfolio, your cover letter) should coordinate and complement each other in a pleasing way. This means same fonts, color choices and overall design. Keep this in mind as you build your brand.

The hiring manager reviewing your resume should not find it difficult to read or understand. There should be a natural flow to your format. The information should neither be overwhelming, nor too sparse. Strive for balanced whitespace.

Center your energy on communicating who you are, where you are headed and the unique skill set that you bring to the table. Employers buy into the full package, meaning who the person is (or at least perceived to be), not just a set of technical skills.

Now, let's walk through the pieces of your resume.

## TOP TO BOTTOM - HEADER

- Full Name
- Contact Information: Email and Cell Number
- City, State
- LinkedIn, GitHub, Portfolio Link
- Headline (i.e. Web Developer)

## OBJECTIVE VS. SUMMARY

For decades, people have begun their resume with a simple sentence stating what they wanted to achieve. While that has worked just fine in the past, the tide is turning towards professional summaries.

Your summary is a variation of your elevator pitch. You will use your elevator pitch in many parts of your job search, and on your resume is just one of them! If you are

changing careers, it is a good vehicle to touch on how your prior background marries into your new ambitions.

In two to three succinct sentences, a summary should answer:

- Who are you? Give a short description of professional background.
- What do you offer? What is your most significant professional strength?
- What are you passionate about?
- What problem do you solve?
- What is your professional goal?

## **TECHNICAL SUMMARY / TECHNICAL SKILLS / TECHNICAL TOOLBOX**

Break your “toolbox” down to its components. Separate your expertise into categories: Operating Systems, Programming Languages, Hardware, Web Applications, Certifications, and so forth. Recruiters will likely search their databases for key terms found in this section; so to get your resume seen by human eyes, this section has to be thorough. This is your opportunity to highlight your technical strengths. Make this line clean and easy to navigate. This is where you will focus energy on utilizing key terms and technical skills required according to the job description. While you should be generous with yourself as you build out this section, be sure to only list skills that you’re confident in.

## **PROJECTS**

A projects section is meant to show off your skills and what you’re capable of. Provide a description of the project, what problem did it solve, what technologies did you use in the creation of the app, website, etc. Detail your role and include an active link to the finished product if possible.

**What does a resume-reader want to know about your projects?**

1. What’s the name of the project?
2. Where could I go to see more? (i.e. url to the deployed website, url to the github repository)
3. What is the project?
4. Was this a team effort or a solo project?
5. If a team effort, what responsibilities did *you* take on? This can be anything from technical items to a role or title (i.e. acted as product manager)
6. What technologies did you use?
7. Extras. Anything more I should know about this project? (i.e. completed in an impressive timeframe, won Hackathon, etc.)

A minimum of two to six, well-crafted projects can be your best friend navigating you

through any hiring manager's' concerns about your programming abilities.

## **EXPERIENCE**

If you have relevant tech experience, include that as you would in a standard resume. Focus on impacts and accomplishments rather than simply listing mundane tasks.

## **OTHER PROFESSIONAL EXPERIENCE**

You may have several years working in another industry that you would like to include. If that experience does not relate to the position at hand or identify transferable soft skills, you may want to minimize this section (especially if your resume is getting quite lengthy). Either cut those positions from the resume and note additional work experience detailed via LinkedIn, or bullet point the positions with: company name, title, years worked.

You can also touch on your prior background in your cover letter.

## **EDUCATION**

Be sure to list your education in order of most recent first and work backwards from there. State the institution, the degree or certificate earned, the subject, and the year it was completed.

Didn't graduate? No problem. If you achieved a substantial part of your degree, you can still list the units you earned.

Also be sure to include professional certificates, awards, and honors you've earned.

## **EXTRAS**

If you have space, list your volunteer activities or organizations to which you are a member.

Before you make your resume public, be sure to run through this checklist.

## **RESUME CHECKLIST**

1. Check for spelling errors and grammar mistakes
2. Avoid the use of "I" or "my." This is implied.
3. Capitalize proper nouns and words beginning sentences and phrases.
4. Use periods only at the end of complete sentences (be consistent).
5. Capitalize technical terms (Sql vs SQL).
6. Know where to capitalize (Javascript vs JavaScript).
7. Review your resume and have two other pairs of eyes review your resume.

## **In this chapter, we learned:**

- A step-by-step process to creating a resume that will surely wow recruiters

## **Chapter 4: Your Cover Letter**

**In this chapter, you will be provided with:**

- A paragraph by paragraph breakdown of how to create an amazing cover letter

To cover letter or not to cover letter...that is the question! There are many misunderstandings regarding the relevancy of cover letters. Do you REALLY need to have one? If it's true that a hiring manager only spends 10 seconds or less scanning your resume before placing you in the "interview" or "pass" pile, why would they even bother spending the time to read multiple paragraph letter? This may be true, but may also be quite false. The truthful answer is that it depends on the preference of the hiring manager, but there is no way for you to know what those preferences are as an applicant. So, you must cover all your bases and create as many opportunities for you to be successful in the initial review phase as possible. If you forego a cover letter, then you have just entered into a game of roulette. Like *The Hunger Games*, the odds may not forever be in your favor.

The process for drafting a solid and effective cover letter is not that challenging. The entire document is constructed to answer the following:

### **Paragraph 1. The Basics....**

- Who are you? Provide a strong sentence, something similar (but not exact) to the first line of your professional summary identifying your key strengths will

do just fine.

- Why are you contacting them?
- What is the position that interests you and how did you hear about it?

Importance: Provide a reference point for who you are and why you are contacting them.

### **Paragraph 2. Why That Company Rocks!**

- What do you admire about what the company is doing, or has accomplished? List a specific innovation or pride point they will appreciate.
- Are you impressed with the: founder, president, lead engineer, or some other key figure in the organization? If so, who is it? Can you cite a quote from that person or reference the company's mission statement in a way that connects with who you are as a person?

Importance: Establish yourself as more than “generally” familiar with the company. Show that you are a knowledgeable fan!

### **Paragraph 3. Why You Rock!**

- How are your professional strengths and skill-sets in alignment with what the job description details?
- What specific projects have you been involved with that mirror the responsibilities associated with the job?
- What measurable accomplishments have you been responsible for in prior roles that contributed to the success of your department? How is this relatable to this opportunity?

Importance: Your track record is the perceived foundation for your success and productivity.

### **Paragraph 4. More About You - Personality, Passion, Drive, and Commitment!**

- Return to the quote or mission statement referenced in paragraph 2 (if you have one) and personalize why it speaks to who you are. Write a sentence that shares how your values match the company's values.
- What skill sets do you possess that are uniquely you and well-suited to the position and to the culture of the company?
- What are you committed to accomplishing as an employee? How are you committed to growing with the company?

Importance: People ultimately make choices in large part based upon personal connection. This glimpse into who you are is what gives them a sense of whether or not you fit into the fabric that is their company culture.

### **Paragraph 5. In summary...**

- Thank them for the opportunity to be considered for this exciting position.
- Tell them that you look forward to further discussing your qualifications for the job in person.

- Let them know when you are available for interviews and follow-up conversations.

Importance: Acknowledge the hiring manager and let them know you are ready to move forward.

**Do not forget** to sign your name (printed or signature stamped) at the bottom of the document.

There you have it, the makeup of a solid and effective cover letter. Now go back and check for the following:

1. Did you include all of the information that was requested of you? If they ask for your salary requirements, make sure you list (at least) the industry standard.
2. Is your cover letter formatted properly?
3. Are there any spelling or grammatical errors?
4. Have you addressed the letter to the hiring manager by name?
5. Are there any signs of excessive use of “I” and “my?” If every other sentence begins with “I” or “my,” make some changes.
  - o **PROBLEM:** *“I am incredibly excited about this opportunity. I am confident that I can contribute tremendous value to this company. I look forward to speaking with you in greater detail and welcome communication on the next steps involved with this process.”*
  - o **FIX.** *“This is an incredibly exciting opportunity. I am confident that I can contribute tremendous value to this company. Thank you for your consideration and I look forward to learning of the next steps involved with this process.”*
6. Are you concise and to the point? If you can make a sentence shorter and still achieve the same impact, then do it.
7. Have you used some of the same terminologies, key words, and phrases when possible and appropriate? Mirroring back at what the employer is looking for can be an effective strategy in gaining access to the next stage of consideration.
8. Have you drawn clear parallels between yourself and the job description?
9. Does your cover letter use the same font and design as your resume?
10. Does your cover letter reflect who you are? Is it genuine without sounding like a pitch?
11. Is your contact information clearly visible?
12. Did you end with a request to meet or follow up?
13. Did you have someone else proofread as an extra pair of eyes?

**In this chapter, we learned:**

- How to create a wow-worthy cover letter in 5 simple, thoughtful paragraphs

## **Chapter 5: Your Social Media Presence**

**In this chapter, you will be provided with:**

- The essentials to branding yourself positively
- Considerations, best practices, and position points to maximize the impact of your social media presence in your job search

Your Social Media presence is an important aspect of your branding. You must ensure that the image you promote is genuine, engaging, and at the same time consistent, professional and well thought out.

In this day and age, people have five or six accounts on various platforms. It is important to manage how you are perceived as much as possible.

This means:

1. Be careful of what you post. Do not host anything on your profile that is remotely vulgar, discriminatory, a promotion of illegal acts, or that otherwise is ethically questionable.
2. Limit your photos. Drunk pictures, while potentially humorous, are not a good

look. Neither are needlessly revealing or sexually provocative photographs. Keep everything PG and while you're at it, check your settings on your Facebook, LinkedIn, Instagram, and so forth. If you insist on your Facebook page being the memory book for all of your "animal house" style debauchery, you may want to set the profile to "private" but the best bet is delete anything you would not want a recruiter or hiring manager to see.

3. Try to use the same font, as well as colors and design patterns between your resume, cover letter and LinkedIn accounts whenever possible. This helps to promote a feeling of consistency across your brand and "would be" employers will notice, even if only on a subconscious level.
4. Populate your profiles with key words relating to the tech industry. Research job descriptions to gain clarity on what this means. You can even use verbiage taken directly from a description if it applies to you.

While you should consider appropriateness when managing all your social media platforms, the following are typically reviewed by recruiters and hiring managers when considering a candidate.

## **FACEBOOK**

Let's talk a bit about Facebook. In addition to LinkedIn, it's safe to assume that any recruiter or hiring manager considering you will take a peek at your Facebook. Just as has been mentioned for other social media platforms, look through your pictures and seriously consider deleting anything you would not want your boss to see. Also consider deleting any strong or potentially extreme political commentary. "Like" professional organizations, articles, and postings from companies of interest. Join groups that reflect your professional ambitions and get active posting and communicating with others. Consider "opening" your visibility status so that people can connect with you more easily. Reinforce your brand through your online footprint. Search job boards and see what's new.

## **GOOGLE +**

Google + is similar to LinkedIn. You can create a personalized profile with your photograph. Keep the information consistent with LinkedIn. Write your "About" section and notify your network of your intention to find a job as a Software Engineer, Full Stack Developer, Front End Developer, or so on.

Add people to your circle. Include classmates, co-workers, and professionals in your industry of interest, as well as recruiters. Look for "new thought" speakers in the space and try to connect with them. Keep your eyes open for Google Hangout sessions that interest you.

## **TWITTER**

Twitter is a great format to learn more about companies. Follow innovators and leaders across the industry. Curate and share content while building connections and reinforcing your professional brand.



Like the other platforms you should upload a professional photograph. Create a profile that highlights your technical skills and interests. You can even describe the kind of job you are seeking. Keep in mind this is twitter so keep the detail brief. Add links to your LinkedIn, GitHub and Portfolio.

When tweeting, make sure that it relates to your professional brand. Tweet articles in alignment with your interests. Search and follow certain hashtags. Retweet anything of interest that comes from companies and individuals that you are following.

## **INSTAGRAM**

It's very easy to make your Instagram profile private, and if you're in job searching mode, you might want to. If you'd prefer to have a public profile, definitely make sure you remove any photos or videos with inappropriate photos or captions, such as those containing excessive representations of alcohol, drug use, sexuality, strong political stances, hate speech, and so forth. Look through your photos as if you are a recruiter and ask yourself: "could any of these posts be red flags?"

**In this chapter, we learned:**

- How to positively brand yourself through social media
- How to maximize your potential through an effective social media presence

## **Chapter 6: Your LinkedIn Profile**

**In this chapter, you will be provided with:**

- An overview of LinkedIn and how to make the most out of a job seeker's must-haves
- Best practices for crafting an engaging profile
- Best practices to employ when making connections and building relationships

LinkedIn has become a professional go to for social networking. You can bet that a would-be employer or recruiter will attempt to find you on this platform. So if you do not have a profile up, you should take some time and create one as soon as possible.

Your LinkedIn is a great online self-marketing platform that allows you to include those details that you perhaps did not have space to include in your resume. This is the place to highlight work history that was severely impacted when writing your resume and attempting to fit your background into an eight-by-ten piece of paper. Expand on those roles and responsibilities that you didn't get to in your resume. Share your accomplishments, the challenges you faced, and the lessons you learned.

The unique opportunity that exists with LinkedIn is that it allows you to reveal more

of your personality. It allows you to promote a human side to your skills, talents, and attributes all while promoting your professional abilities. Be creative and place your stamp on this experience for searchers to not only find and connect with you, but also be inspired by you.

*What do we use LinkedIn for?*

## **NETWORKING**

Join: Alumni, Industry, Skill, and Company Specific Groups.

- Build out your connections. Learn more about careers and companies that interest you.
- Reach out to recruiters and hiring managers.
- Make connections with the current staff of a company you're interested in.
- Be searchable for recruiters and hiring managers to come to you.
- Allow colleagues and classmates to recommend you and acknowledge your strengths
- Connect with recruiters and continue building your connections. Connections. Connections. Connections. That's the name of the game.

## **RESEARCHING**

- Stay in the loop on job moves of your connections. Are they leaving jobs that would be of interest to you? Are they moving to companies that would be of interest to you?
- Follow "Breaking News!" Read articles from hiring managers and recruiters. Follow industry news and newly released press pieces from companies. Is there anything that applies to you?
- Stay in the loop of new job opportunities

## **THE FIRST IMPRESSION**

1. A picture is very telling so be careful what you post.

Your photo should look professional and friendly. This will be the first glimpse of your physical appearance so make sure that the image staring back is one that is warm and engaging.

### **BEST PRACTICES**

Show your full face so that people can know what you look like (no sunglasses or other attire that will hide your face).

Smile or at least have a pleasant expression.

Have good lighting, no shadows or overexposure.

Curate your background. Use a neutral background. It is best not to include other people or to have anything that will distract from your photo.

Wear something appropriate for the culture you're seeking.

2. A headline/Tagline provides context and helps to solidify your online presence and interests.

Align yourself with key words most commonly associated with the type of employment that you are seeking, e.g. "Full Stack" "Front" or "Back End" Engineer. Do not leave this blank.

## WRITE YOUR HEADLINE

See the following headline formulas and corresponding examples taken from Brazen.com writer, Michelle L. Evans. Focus on the structure.

### 1. EXPERT STATUS

Formula {Keyword/subject matter expert area} who {does what} for {client, company, audience, project}. {Proofpoint}.

#### Example:

Software Engineer - Beast - Conqueror of Ruby - Slayer of Code - App Magician with 10 Successful deployments last quarter

### 2. DIRECT TO CUSTOMER

Formula {Keyword/subject matter expert area} who {does what} for {client, company, audience, project}. {Proofpoint}.

or {Attention-grabbing question} + {Free resource}

#### Example:

Need Code? Jr. Software Engineer - Eager, Willing, Able, Malleable, Voracious Learner with Beast Mode Tendencies.

### 3. CLAIM YOUR NICHE

{Keyword(s)} | {your specific benefit or focus area}

#### Example:

Software Engineer: Specializing in front end design for rapid growth organizations

## THE SUMMARY

Think of your summary as a mix between an elevator speech and a bio. Be creative. Definitely do not leave this blank as that translates to a missed opportunity! On the other hand, do not just write a short bland sentence as that also translates to a missed opportunity! Make this personal, while still delivering valuable content related to your work history, expertise, and interests.

The Muse, a wonderful website focused on professional development and creating

winning career strategies, classifies summaries into the following categories:

1. Mission Based - Educational - Geared towards introducing an audience to a lesser-known industry.
2. Personality Focused - Starts with an anecdote, the purpose of which is to reveal some aspect of your personality or character. This type of summary will tend to highlight your soft skills and downplay lack of experience. Great for building your “likability” factor.
3. Short and Sweet - As it sounds, this summary sticks to the facts, detailing what roles you have held and doing little more than restating the summation of your professional background.
4. Blended - This choice combines two different styles together. This works well for detailing factual information, while introducing a lighter tone associated with the “friendly” approach.
5. Accomplishments - Present your strengths and the impact you have made in prior positions. This has a “Why you should hire me” tone.

## **EXPERIENCE**

Elaborate on jobs and projects in ways that are not possible in the resume. Do you volunteer or have something associated to your passions that did not have a place in your resume? Do you frequently participate in hackathons, co-lead a professional group, or something similar? What else is important for a would-be employer to know about you? You are telling a story, so be clear on the story that you want to tell. While merely copying and pasting content from your resume into your LinkedIn is a great start, you should take advantage of having more space and elaborate more than you would in a resume. Bring something different and unique to your LinkedIn.

Continue to reference industry specific terminology that would help a recruiter find you if they were to enter key words like “PHP,” “Ruby,” “jQuery,” and so forth. Help them find you more easily. Focus on selling your skill sets. Though this section can be technical, make it readable.

## **OFFER AN INTERACTIVE EXPERIENCE**

In addition to written descriptions, think of this as an interactive space. Add links to your projects, blogs, GitHub, portfolio, upload samples of your work, and so forth. Include a video resume if you choose. How can you make this a museum of sorts dedicated to your creativity?

It’s important that your profile be a truthful representation of who you are and what you can do, so make sure that you can verify everything included, as many hiring managers use LinkedIn as a fact checking source.

## **PROVIDE EXTRAS**

If you choose, you can include causes you are passionate about: volunteering, charitable organizations, and so forth. Write articles and share your thoughts on your field and industry.

### **REQUEST TO BE ADDED**

When reaching out to prospective connections, be sure to personalize the message. The generic “I would like to add you to my network” should not be your standard message. Instead take the time to write something to that person. You want to provide context. How does this person know you? Why would they want to know you? Perhaps, name the networking event you both attended and tell them it was great meeting him or her. Be personable.

See how many people you can find from your various networks: school, work, family, friends, church, spiritual center, volunteer organizations, meetups, and social clubs.

### **SENDING INMAIL**

1. It is important to be succinct yet conversational.

1<sup>st</sup> Communication - Be friendly and reference something specific that you like or are interested in about his or her profile, portfolio, or off site blog. Find something you genuinely like and ask a question.

#### Example:

I’ve been reading your blog, and I’m really enjoying it. I wanted to ask you a couple of questions. Can you share with me your thoughts on...?

2. Keep a similar tone as you engage with people on LinkedIn. Do not ask for anything right away. Just show a sincere interest. Find things in common and try to build a relationship based on those points.

#### Example:

I see that we both volunteer with Uncle Sam’s Soup Kitchen and Shelter in Long Beach. I received a request for help in setting up their website. I am planning on stepping up to the challenge. Would you be interested in partnering with me on this project?

3. Develop the connection more through acts of vulnerability. Learn how to ask for advice, opinions, feedback and referrals in a way that invites a response.

#### Example:

I am a big fan of your work. When I look at the kinds of projects that you are developing I feel inspired. It is the exact kind of work that I hope to be doing one day. Would you mind taking a look at my portfolio? I am preparing to apply to a few jobs as a Jr. Software Engineer and would appreciate your feedback.

LinkedIn can be a great tool so jump in the pool. The water is fine!

Follow companies and individuals that reflect your engagement in the industry. Build your presence around your passion for coding and design. Recruiters and HR Managers DO post new opportunities so keep your eyes open and conduct searches from time to time.

**In this chapter, we have learned:**

- All about LinkedIn and how to maximize the job seeker must-haves
- How to create an engaging profile
- How to make impactful connections and best practices to building relationships

## **Chapter 7: Your Job Hunt Roadmap**

**In this chapter, you will be provided with:**

- How to enact an active job hunt
- Key actions to take to see real results
- Our suggested workflow for you

### **How Can I Be a Successful Seeker?**

Successful job seekers search smarter so that the hunt, although a lot of work, is not a full-time endeavor. How did they do this? Through:

- **Targeted job searches** matching their qualifications to job requirements, rather than simply applying to every open position in a ‘spray and pray’ approach.
- **Customized application materials** using keywords and skills from the job

description, as well as other additions learned through research and informational interviews.

- **Organized records** with detailed notes and weekly goals which can cut your job search activities down a substantial amount.

### **Active Searching Vs. Passive Searching**

To be actively looking for work is to be engaged in the process for an average of 30 hours a week. Any less than this would classify as passive searching, where you're likely focused on other things (work, family, continuing your studies) so the tendency is to fit it in when there is time and energy. Passive searchers also tend to be very settled into a routine, and whatever opportunity comes their way needs to be good enough to be worth changing their routine.

For example, if you're currently working in a field that you'd like to transition away from, and making \$50,000 a year, you are more likely to only go for roles that will provide you more value, such as higher pay, better benefits, or improved work environment. Whereas, if you're unemployed and looking for work or, you need a job as soon as possible, you might be more likely to accept the first offer you get.

### **What Can I Expect?**

You can expect that the job hunt will take longer than you think; as many as 3 or more months in some cases. When asking alumni who accepted roles shortly after graduation what their secret was, most said that they didn't wait to get started.

They networked, whether it was online or in-person. On average, our black belt certified students, the top 10-20% who can complete a fully-functional site in less than five hours, accept roles within 60-90 days of graduation. Our department has seen it all - we've seen entire cohorts get jobs within just four months, regardless of their belt levels. The only common denominator is that how much time, effort, and drive you put into your search directly affects your results and how quickly you see them.

There are many factors as to why a job search can take a long time. In some cases, it's the time of year. Little gets done, including hiring, between November and January. Drops offs in hiring rates also occur in the summer. By the same token, there are spikes of activity in the spring, with the sense of new beginning and hope, and in the fall, when many go back to school and the weather sends us back indoors.

Other factors into the length of a job search include the process itself. Glassdoor has reported longer interview processes, which of course vary by location. Seattle and Silicon Valley average 23-25 days. Usually the larger the company is the longer the process will be.

### ***The Length of Your Job Interview Processes***

Based on reports from our Job Seekers the average process moves from an application, which can be anything from sending in your resume and cover letter to filling out an online form, followed by a twenty to thirty-minute behavioral phone

screen, or even video uploads of recorded answers. The tech interview has included whiteboarding, live coding, side-by-side debugging, timed tests, challenges, and/or assignments. The final stage usually includes an onsite interview where you get to meet the hiring manager, team lead, and even team members, and can last anywhere from a couple of hours to half of the day.

### What Should I be Doing?

For the most effective job hunt, we recommend a balance of online and in-person activities. In order to make this happen you must **create a professional online presence** by establishing yourself on profession-related social networking sites, such as LinkedIn, Indeed and Glassdoor.

After you've setup your profiles and launched your accounts, it is time to **start creating templates** that will streamline your job hunt workflow. Here is your to do checklist:

CHECK LIST	TEMPLATE TO DO
	Resume <i>(one for each type of role applying to)</i>
	Networking Email Introduction
	Email Follow Up & Thank You's <i>(for networking and job interviews)</i>

Next, **create a plan for your job search activities**. Only you will know how much structure you need, so plan accordingly, even if you have to schedule exactly how much time you are applying for work, networking, and practicing your craft. Here is an example:



JOB HUNT WORKFLOW		
ALGOS	9:00AM	Algorithm practice. Suggested resources: Coding Dojo Algorithm Book, Cracking the Coding Interview by Gayle McDowell (available on amazon)
PLAN	10:00AM	Create your day's roadmap. List the companies/bos you'd like to target that day. Find 5 people from each target on LinkedIn. Recommended: keep track of these items in a spreadsheet to refer back to later. Do this for 5 - 10 targets per day.
REST	12:00PM	Grab some lunch. Take a break. Get some exercise.
APPS	1:00PM	Submit applications to your target companies that you collected before lunch. Send follow ups via LinkedIn to the five contacts per each target.
STUDY	3:00PM	Study for interviews. Work on personal projects. Commit to Github. Contribute to Open Source projects.
REACH	5:00PM	Look for valuable networking opportunities to attend on MeetUp and Eventbrite. Collaborate with fellow alumni on this (think "cuddly system"). Follow up with contacts you've made at previous networking events.
COLLAB	EVENINGS & WEEKENDS	Attend networking events, conduct informational interviews, go to job fairs, conferences, and hackathons.

The key aspects of this sample schedule is that you make a plan, practice the skills you need to keep sharp, note what is working for you, and what isn't, so that you can adjust in the following weeks. In fact, if you are not moving along in the hiring process in a month, it's time to revisit your workflow and determine what is and isn't effective.

### ***Why am I not progressing in my job hunt?***

If you are not getting as many interviews (or even responses) as you think you should, this would be an indication that something in your resume and cover letter is not effective or perhaps you're not applying enough. Not making it beyond the phone screen? Then how you frame your experience and what you understand about the work that you would be doing may need some fine-tuning. If you're stumped at the technical interview, chances are you're either not connecting with the team (i.e. your potential co-workers) or you're not clear in your problem-solving thought process.

The onsite interview is a test for culture fit in addition to a behavioral and technical interview. They need to know they can work with you and not just whether or not you can do the job. No one wants to work with a know-it-all, someone who doesn't work well under pressure, and no hiring manager is looking for an employee who is going to

negatively impact their team.

In the end, the offer comes down to your ability to do the work and your fit with the team you'll be working with. Stumble on any part of this and you will have a longer job search.

Here is what your job hunt should look like:

<b><i>UNTIL GOAL REACHED (GOAL = JOB OFFER/EMPLOYMENT)</i></b>
<b><i>30 Hours a Week</i></b> <b>Job Roadmap</b>
<b>15 Touches / day:</b> 5 applications 10 reach outs or follows ups <b>5 Informational Interview Requests per week:</b> For jobs, mentors, industry info <b>2 Networking Events per week:</b> For jobs, mentors, industry info <b>Practice:</b> Data structures Algorithms Interview questions <b>Check In:</b> Check in with a trusted advisor or your network for feedback and evaluation at least once a month.

Notice we use the word “touch.” Anyone who has ever worked in sales is likely very familiar with this term. After all, job hunting is a lot like sales and while you’re on the job hunt you are selling yourself. Just like a salesperson generates leads with a flurry of activity, you must generate opportunities. We recommend fifteen touches (or points of contact) a day, which can include any mix of applications, networking or interviewing events, reach outs, and follow ups.

As an example, you could find out about a job through a job board and decide to apply (touch 1), then find the recruiter or hiring manager on LinkedIn and reach out to him or her to introduce yourself and see if you can get more information through an informational interview (touch 2), and then reach out to someone from that team to get a better sense of the environment and workload (touch 3), followed by reaching out to your network to determine the best way to prepare for the company or to learn the tech they are requiring if it’s new to you (touch 4).

Informational interviews are a great way to get known beyond your resume and initial application. These touches can not only help you find a mentor, but can help you learn of trends and opportunities in the industry. The key to this process is to *keep*

*learning*, which

include coding and deploying projects, as well as keeping up with industry news.

Lastly, knowing that a typical job search is around three months would indicate that you can't just do this for a couple of weeks and expect it to work. Just like you invested at least three months to get to this point, you must be prepared to invest that much time to reach your next goal: career satisfaction.

**In this chapter, we learned:**

- What it takes to be a successful job seeker: work smarter and not necessarily harder
- That an average job search typically takes a few months, depending on the season, the city, the type of job, and the length of the interview process
- The interview process
- What you should be doing for an effective job search: create a job search workflow and evaluating the process along the way

## **Chapter 8: Where and How to Look for Work**

In this chapter, you will be provided with:

- Recommended job boards to peruse and apply with
- Tips on how to find job postings on company websites
- All about Boolean...search methods used by recruiters and job-seekers alike when scouring the web, including a Boolean toolbox

Now that you've planned, your resources are refined and proofread (and proofread again), it's time to go public with your skills! Time to show the world you're a rock star! A coding, computer genius, *rock star*! You might be asking yourself, "where on earth do I begin?" And while it might seem like you're stepping into a dark scary abyss, not to worry! We're here! Not to mention, the days of flipping through the classifieds in the newspaper are long behind us. The days of walking door to door and scouting your neighborhood for "now hiring" signs are long gone too. And as you probably know, especially given what your industry you're in, the age of technology is wholeheartedly upon us and it's thriving!

### **JOB BOARDS**

Fortunately for job seekers, recruiters and hiring managers frequently post to public job boards where employment seekers like you can scour through several different positions, posted by several different companies, all in one easy-to-click place. The ones most commonly used by our alumni and most recommended by our team are as follows:

#### ***Dice***

Dice is based in the Silicon Valley and serves primarily information technology and engineering professionals. It's great because it's only technology, so where you might get lots of barista openings when you type in "Java" on other sites, on Dice you will only see jobs relevant to what you're looking for.

#### ***Monster***

Just like its name, Monster is huge! But don't be intimidated, this is a friendly monster we're talking about. It's one of the most visited employment websites on the worldwide web and serves a variety of professionals.

#### ***Indeed***

Will Indeed be a great resource to you? Yes, indeed! It sure will! Indeed is based in Austin, Texas, serving professionals all over the world. Posting your resume on Indeed allows you to find recruiters *and* lets recruiters find you! Indeed is utilized by a variety of companies and recruiters, including permanent recruiters and contract recruiters. Indeed is also an aggregator, including job postings from Craigslist and more. Indeed is useful to job seekers who want to see a lot in one place without

surfing from job board to job board.

### ***Angel.co***

Want to work for a startup? Well then, Angel.co is the resource for you! Angel.co allows you to apply for dozens of jobs at once with one application. Plus, they show salary and equity information upfront!

### ***Geekwire***

Geekwire is like a crowded newsroom and detailed job board, somehow rolled into one awesome place! Think of it like that bulletin-board posted in the hallway of your local university where you find articles and ads on everything tech, but Geekwire is way more organized. Peruse interesting news stories and use the jobs tab to surf for opportunities that interest you.

### ***StackOverFlow***

StackOverFlow is a community of millions of programmers, just like you, helping and supporting each other. Peruse StackOverFlow to answer fellow programmer's questions or post a question, yourself! Utilize the jobs tab to wade through programming openings of interest to you.

### ***AuthenticJobs***

AuthenticJobs is one of the leading job boards for web designers, engineers, and creative professionals. Join its directory to be found and frequently scour its easy-to-navigate job boards for roles that appeal to the real, authentic you! Pun intended.

### ***JrDevJobs***

JrDevJobs was created with the Coding Dojo grad in mind. JrDevJobs is aimed at targeting Junior Developers who are entering the technology field for the first time. This is a great resource to boot camp grads, computer science students, and self-taught developers looking for jobs and paid internships!

### ***Data.com***

Let's face it, looking for a job is a "salesy" task. And while the thought of being a salesperson makes many of us cringe, if you're not seeing this as "selling yourself," you might need to reframe your attitude. Data.com, an affiliate of Salesforce, is a great way to find contacts! Contacts that might be very beneficial to you as you grow your professional presence. It acts as a virtual business card finder, offering names, titles, postal addresses, email addresses, and even direct-dial phone numbers for certain contacts.

### ***The Muse***

The Muse is by far the jazziest job board site on the net. They offer articles on career advice and industry knowledge, as well as individual company pages for each of its employer partners. These company pages allow the user to get an "inside scoop" on what it's like to work for that organization, complete with photos of the offices and

video interviews with existing employees. See a company you're interested in? Apply to their open opportunities directly through The Muse.

### **Wayup**

Interested in a paid internship or entry-level opportunity? Wayup specializes in just that! For those that are just starting out, seeking to build out their experience, or looking for something to do while home from university for the summer, Wayup is an ideal resource!

### **Fiverr, Upwork, and Profinder**

Interested in freelance opportunities? *Fiverr* and *Upwork* are great resources to those looking for freelance gigs. Browse open freelance gigs and make a profile to allow employers to find you! Moreover, *Profinder* is a division of LinkedIn that allows you to do this as well.

### **LinkedIn/Jobs**

LinkedIn isn't only a social media source for professionals, it's a job board as well! Using the jobs section of LinkedIn, browse open contract, contract-to-hire, and direct-hire opportunities!

### **Tech.co**

Tech.co is a one stop shop for events, job hunting resources, and job opportunities. Browse networking events where you can build warm connections and hunt for open jobs on their job board.

### **Twitter**

Due to the costs of posting jobs, more and more companies are posting their open jobs to Twitter. Nestle, Evernote, Tesla, Pandora, Adobe, EBay, Oracle, and Yahoo to name a few!

## **INTERNAL JOB BOARDS**

### **Finding internally posted jobs on company websites**

While job boards are great, we definitely recommend applying via the company's careers page whenever possible rather than via a job board. This shows targeted passion and recruiters will usually review internal applications before looking to applicants via third party sources.

Step one (obviously) is to find the employer's website. For imaginative purposes, let's say you're wanting to work for Apple. You sit down at your computer, coffee and a snack in hand, you go to Apple's website. Step one complete. So, where are they hiding their awesome jobs? Oftentimes, with most company websites, the link to "Jobs," "Employment," "Careers," or even an invitation to "Join Our Team" is in the upper right-hand corner of the employer's home page. Sometimes, these links are

provided in the very bottom. You might even find a link to apply within a list of “More Information” links on the web page. But, once in a great while, the location of the job listings is not so easy to find.

Here are some tricks you could use:

**1. Your search engine can be your best friend.**

Remember our imaginary intent to apply to Apple? Assuming that Apple is your employer of choice and you can’t find jobs posted on their site, try typing one of the following search phrases into Google or another search engine of your choosing. Play around with the terms until you find what you’re looking for.

site:apple.com jobs  
site:apple.com careers  
site:apple.com (jobs OR careers)  
site:apple.com (~jobs OR ~careers)

Give this a try! Simply replace Apple’s domain name (apple.com) in the queries above with the domain name of your target employer.

Not applying for a specific company but **looking for a specific role**? Try the following query format.

inurl: careers SKILL SKILL SKILL LOCATION

For example, let’s say you’re looking for a front-end role using HTML, CSS, and JavaScript in Cupertino, California.

inurl: careers HTML CSS JavaScript Cupertino

This will give you a list of all open opportunities in Cupertino using those technologies.

**2. Still no luck? Look to your other good friend, Craig (a.k.a Craigslist).**

Scour your local Craigslist ads. It just might be there. It’s worth a shot, right?

**3. Pick up the phone.**

If you still can’t find any job postings, call the organization to ask where they post their career openings. If it’s a large organization you’re applying to, it might mean going through some leaps and hurdles to get a real live human being on the line. It just might open their wide eyes to the recruiting goldmines they are missing, like you! An old fashioned phone call will surely bring you to their attention. And don’t underestimate the power of a cheerful voicemail.

**4. Stay positive.**

Remember, even if you’re not having any luck finding job postings on your target employer’s website, you’re still researching the company! This perusing will help

you learn more about the company and whether or not this is the right fit for you.

## **BOOLEAN SEARCH METHODS**

### **A little bit of overview on Boolean...**

Boolean logic (pronounced: BOOL-LEE-IN) is very common amongst recruiters and job seekers. Boolean logic is algebra-based, referring to the logical relationship amongst terms and (fun fact) it is named after 19<sup>th</sup> Century mathematician, George Boole. Boolean logic allows you to combine words or phrases to find information and is supported by most major search engines and online databases. Boolean can come in handy when surfing online for just about anything!

Recruiters typically use Boolean searches to narrow their candidate pools. While, job seekers, like you, might use Boolean searches to narrow your search results from job boards.

### **To a recruiter, Boolean is a lifesaver!**

To better comprehend the importance of understanding Boolean, let's talk about recruiters using Boolean. Most every recruiter is trained on Boolean logic. Imagine you're a recruiter and you work for a large company that receives hundreds of applicant resumes per day. Your supervisor has asked you to find ten qualified applicants within your database that match the job description of the role you're recruiting for.

Without Boolean, you could scour through hundreds of resumes one-by-one until you've set aside ten that complement the role you're sourcing for. Using this method, it would take you an incredible amount of hours to complete this project (if you ever complete it). Not to worry, recruiters! Boolean to the rescue! Using a highly specific Boolean search, recruiters can narrow their candidate pool to a carefully selected list of resumes that contain the key words and phrases specific to the role.

How does this affect you? Glad you asked! Your resume should be a name dropping machine! The more terms it holds, the more search results your resume will appear in, and the more recruiters will look at you. And remember, recruiters are usually sourcing for more than one role at a time, so even if you're not the right fit for one role, a recruiter might consider you a different role he or she is working on. Your #1 goal should be to *be seen* by recruiters and the rest will follow.

### **How Boolean can benefit you...**

Tired of browsing through tons of jobs that don't interest you? Are those job boards starting to feel as irrelevant and pointless as changing the oil in a rental car? Boolean is a great trick for job seekers, too! Using the same Boolean searches that recruiters use, you can narrow job boards and various search engines with the search results you want. Try Boolean tricks on Indeed and LinkedIn and whatever else you can think of! And, remember, while Boolean might seem like a miracle-maker, you might still need to weed out a few irrelevant search results, it's not perfect.



## **Boolean Toolbox**

## Operators

AND

OR

NOT

NEAR

## Modifiers

“..”quotations

(...) parenthesis

\* wildcard

### What do these operators mean?

**AND** is used when pairing two terms or phrases together. A function following the AND operator must appear in the result. You may type the word AND or leave a space (it's understood as the same thing). The following example would give you results that contain both the word engineer and the phrase “junior developer.”

Example: engineer AND “junior developer”

**OR** is often used when searching for commonly interchangeable terms, allowing you to create a list of options.

Example: developer OR engineer OR programmer

**NOT** is useful when you need to exclude a certain term or phrase. You can also use the minus symbol (-). Say you're searching primarily for Rails Developer roles and you're seeing a lot of unwanted AngularJS Developer roles in your search results. You might try the following...

Example: “Rails Developer” NOT “AngularJS”

**NEAR** is similar to the AND function, except it requires that the two given terms be close together in the document (within 16 words of each other, to be exact).

Example: HTML NEAR CSS NEAR JavaScript

### How do these modifiers work?

**Quotations** are used to group words into a phrase. This allows two or more words to be kept intact. Without quotations, a simple search like *software developer* might lead you to any place on the web where the word *software* or the word *developer* is mentioned, but not necessarily when they're mentioned side-by-side. By putting quotes around these two words, the title is kept intact as is.

Example: “Software Developer”

**Parenthesis** are used to give priority to certain elements rather than the other elements around it. The most frequent place that parenthesis are applied is in the use of OR searches.

Example: (Develop\* OR Engineer\*) AND (Google OR “Survey Monkey”)

A **wildcard** asterisk is not as commonly supported by search engines and databases. It is used when you want your search results to include all variations of a certain word. For example, if you type into your search box *develop\**, you will receive search results containing the words: develop, developer, developed, developing, and so forth. You might try the following...

Example: Develop\* OR Engineer\*

### **Why use Boolean?**

Boolean refines your searches and makes your job search simpler. Telling your search engine what you want through symbols it understands will give you more of what you're looking for.

### **The importance of OR...**

The most important function is OR. Simply entering keywords separated by spaces into your search bar will limit your results, whereas OR will give you options. Want to hear about more jobs? Use OR!

### **Putting it all together...**

Now that you've learned the basics of Boolean, the best way to get the hang of it is to practice. Practice with any terms you want (job hunt related and more). Boolean logic is meant to be played with. Have fun with it and find what works best for you at getting you the results you really want. Ready, set, go!

### **In this chapter, you read and learned about:**

- Different job boards to peruse and apply with, what they are and how they're useful
- Tips and tricks on internal job postings
- All about Boolean search methods, including a Boolean Toolbox

## **Chapter 9: Your Guide to Networking**

**In this chapter, you will be provided with:**

- Tips and tricks to get started with networking
- The what's and why's: Finding out about opportunities before they're posted
- 'Linking into LinkedIn' for Networking
- What is a networking event?
- Where do I find out about networking events?
- How often should I network?
- Surviving a networking event
- Conversation starters
- Networking at a job fair done effectively

Now that you've gone public with your amazing self, it's time to get out there and meet people. Yes...real people. Networking is one of the most important things a person can do to aid in their career advancement. Ever hear the phrase "It's not what you know but who you know"? While this may be upsetting to someone who hasn't done a lot of networking in his or her life, this can definitely hold a lot of truth. Imagine you own a company and it's doing really well and you're finally ready to start hiring team members. What do you do? Where do you turn first? Do you spend a lot of time and money writing job descriptions and posting them to public job boards? Posting and praying the people you want will apply? Do you spend hours weeding through the countless responses and incoming applications? Do you spend days, maybe weeks going through first, second, and third rounds of interviews? We hope not.

An organization that is working smarter rather than harder will turn to their network first. Which is why it's crucial that professionals like yourself get out there and meet people. You never know when you're going to meet your future boss or your future business partner. And when you do, you'll be ready.

### **GETTING STARTED**

Real networking is building meaningful, mutually beneficial relationships. Networking is an underrated act that furthers people's lives in countless ways. The more people who know you and what your goals are, the more people you'll have working for you as career advocates. Networking is a relational activity rather than a transactional one. Meaning that it's about building an authentic connection rather than gaining something from an encounter.

Remember to work with your natural strengths, and not against them. Networking is a skill that comes naturally if you are genuine; therefore, the most important thing to

do when networking is to be you. Who you are and what you have to offer is completely unique from any other job hunter. Embrace who you are and be genuine to yourself as you network. Ever meet someone with an insincere demeanor? It's obvious, right? Not only is insincerity a red flag, it's a turn-off. Being genuine and being who you are is the most valuable thing you can do during networking interactions.

Don't let your personality deter you from networking. Often people who identify as shy are quick to label themselves as bad networkers. On the contrary, shy people can be the best networkers because they're the best listeners. That being said, why do so many people hate networking? Maybe because networking can feel like you're asking for things? Yes, networking can be awkward if you look at it like you're asking people to hire you or help you get a job. Thankfully, that's not what networking is. Networking is about building and maintaining relationships with other people. Networking is not a goal-oriented process. It's not a race to the finish line. Be sure to look at every networking encounter you have with the right perspective: **your main goal is to build a connection, not to get something from the other person.**

### **FINDING A JOB OPPORTUNITY BEFORE IT'S ADVERTISED**

Remember when I asked you to imagine that you owned a business? Let's go into more depth about what it means to post a job publicly and why so many recruiters and hiring managers look at that approach as a last resort. Here's why you should spend the majority of your time meeting people and using networking to uncover opportunities that haven't been posted yet.

#### **Seven Reasons Why Companies Don't Post Their Open Jobs**

1. **It's expensive.** Posting to a public job board can cost some organizations hundreds and thousands of dollars. The mere act of and steps to recruiting can be very costly to an organization.
2. **Many companies are inexperienced at recruiting.** Want to work for a startup? A small family business? Intimate work environments are often seen as the best places to work. Unfortunately for them though, they often don't know the first thing about recruiting. What do they do instead? They hire from their network.
3. **Recruiters are busy and roles don't even make it on their company site.** While posting to their own company's site is usually free of outside fees, most recruiters have more to do in a day than time will permit, which means that they will often neglect to do tedious tasks like writing detailed job descriptions and posting them to their company job boards. What's going to happen in the meantime? The roles are going to get filled in other ways. And what do recruiters do instead? They look to their network.
4. **They are using an agency to fill the role.** When the time, effort, and costs of recruiting get to be too much, employers might hand-off their open roles to a staffing agency. Staffing agencies are third party recruiting firms that typically charge fees when they fill an open role. While this might seem like an obvious option for a hiring manager, usually decision-makers would rather fill the role on their own; and that's where you come in.
5. **The headcount was just approved and they don't have time to write the job**

**posting.** Why do companies hire more employees? Because they're understaffed. Employees that work within an understaffed company are swamped with extra work and likely won't have the time to write and post job openings.

6. **There's definitely a need but the role is still undefined.** Maybe there are some gaps that need to be filled but the role has a lot of potential to grow and change. Many organizations look to hire people who build their own roles based on their strengths and expertise. Situations like this are great opportunities to showcase what you can offer and build your dream-job based on your strongest skills.
7. **Human Resources doesn't have time to get through the responses.** Maybe Human Resources did post the job, but the response has been overwhelming. Going through application after application can take a lot of time and hiring managers are already swamped with other things. What do they do? They turn to their network to fill the role instead.

Noticing a trend here?

### **The Path to Finding Unadvertised Jobs: The Nuts and Bolts of Networking**

1. **Network using LinkedIn and social media.** Have a LinkedIn profile that is professional, clean, and complete. Practice and maintain appropriate professional behaviour across all of your social media accounts. Anytime you reach out to someone, they're going to want to know who you are and will likely check out your page.
2. **In business, strangers don't do favors for other strangers.** Don't expect a connection to do all the legwork for you. Imagine you reach out to a connection on LinkedIn, let's call them Suzie, and you ask Suzie to share your resume with her professional network. How does Suzie feel about this? Probably very uncomfortable and unwilling to help. Suzie doesn't know you and she's not prepared to vouch for you. That's not a good start. Let's try a different approach. First turn Suzie from a stranger into a friend. Maybe try telling her you're interested in working for her company and you'd like to hear more about it. Or tell her that you're interested in hearing more about her career path and how she got to where she is today. Suddenly Suzie is flattered, feeling comfortable, and happy to make introductions.
3. **Explain what you're looking for.** When you're reaching out, be upfront about why you're reaching out. Try starting your initial message out with something like: "I'm reaching out in an effort to network" or "I'm reaching out because I'd like to hear more about what you do."
4. **Turn every networking exchange into another new connection.** Imagine you're having a conversation with someone and it's going really well. Try to pull from their network with casual inquiries. For example: "You mentioned that you worked for Apple for a while, who did you love working with while you were there?" Inquiries like this are way more casual and friendly and allow for an opportunity to build a true connection with another individual.

5. **Follow through leads to successful networking.** Follow through is really important and oftentimes the hardest part for people to do. So you've met someone in the elevator and they give you a business card. But, now what? Always, follow up and do so soon. Make the effort to reach out again and let the person know how much you enjoyed meeting them. Add warmth, value, and relevance to your follow up with a gesture such as attaching an interesting article or asking how their weekend was.
6. **Stay connected.** Connections might not bring immediate success, but you never know when someone in your network can be of value to you. And vice versa. Maintaining a strong relationship means staying in contact with your connections and reaching out regularly to check in or engaging with things they post or share on various networking websites.
7. **Help others.** When it comes to networking aim to be a connector. Provide opportunities to others the same way you hope they would provide them to you. Don't be the person that's always taking and receiving without ever reciprocating. Be generous with your support and happily provide help and connections to contacts that ask for it. This won't go unnoticed and people will be more willing to give this support back to you when you might need them for something down the road.
8. **Make friends with recruiters.** A good recruiter has a great memory and will remember you down the road when they hear of a role you'd be a good fit for. Remember, recruiters tend to be very social individuals and thrive from making connections.
9. **Keep up on industry news.** Heard a company just received a lot of new funding? Bought out its competitor? Is launching a new product or service? When something like this happens to a company, it usually means they're hiring. Additionally, knowing relevant talking points from the news can add value to your conversations and break the ice at networking events.

## LINKEDIN FOR NETWORKING

LinkedIn is one of the most important networking tools available today. If you're just starting to build your LinkedIn profile, try copying and pasting your resume into your profile and using that as a starting point. You can continue to fine-tune it over time. LinkedIn is always changing and so is your experience, interest and skill-set. As a result, your profile will always be evolving too.

*Let's discuss some ways to assure your LinkedIn profile is working for you:*

1. **Make your profile public.** The whole point of utilizing LinkedIn for networking is to be seen. This privacy preference can be adjusted under the "Edit Public Profile & URL" section on your profile.
2. **Create a personal and professional URL.** Including a cutesy name like "sugar-fairy" or "wine-lover" in your URL is not appropriate for LinkedIn. You also don't want your URL to have a long string of numbers and letters attached to it. The goal is to brand yourself accordingly and make it easy for recruiters to get ahold of you. Your URL should be clean, recognizable, and professional.

Your name, or some variation of your name is your best bet. Your URL can be customized under the “Edit Public Profile & URL” section on your profile.

3. **Upload a professional looking photo.** LinkedIn is not the place for you to post a photo of you and your dog or you in your favorite Halloween costume. LinkedIn is a place that calls for a clean, friendly, recognizable, and professional headshot of yourself. Professional doesn’t have to mean boring. Just be sure to put your best foot forward.
4. **Give yourself a title.** Adjust the title on your profile to reflect the industry you are hoping to move into next. The sooner you own your career goals, the fast they are likely to occur. Avoid titles that classify you at a certain level of experience (i.e. Junior Developer). Try to make a specific, yet all encompassing title. Some good title options are; Full Stack Developer, Software Developer, Web Developer, Front End Developer, etc.
5. **Write a summary.** Rule of thumb: A LinkedIn summary for job seekers should explain
  1. The Present: Who you are and where you are in your career at present.
  2. The Past: Where you’ve been and what skills and tools you’ve gained that make you unique.
  3. The Future: Where you see yourself going next and what career goals you have. Ideally you want to articulate how your past experience and your current experience bring you to where you want to go next.The cool thing about LinkedIn is that a summary can be personal. Feel free to show off your interests and personality. Your summary should be fun and feel like a representation of who you are!
6. **List every job you’ve had (or at least the ones you include in your resume).** The beauty of LinkedIn is that it is an online tool where space is unlimited, unlike your resume where you’re desperately trying to fit everything onto one page. Be sure to include content in these jobs and utilize active and descriptive verbs wherever possible.
7. **Add and organize your skills.** Adding the new skills and technologies you have gained is essential. Recruiters often use keywords to find candidates. The more of these terms you can incorporate into your profile the better!
8. **Connect to everyone you already know.** This includes family, friends, past co-workers, past supervisors, past teachers and so on. Be sure to connect with people who have robust networks, such as your career coaches and recruiters you’re friendly with.
9. **Follow up every networking encounter with a LinkedIn connection.** Imagine you attend a networking event and you meet someone you want to keep in touch with, or you’re waiting in line for coffee and you strike up a conversation with the person behind you. Follow up on all these interpersonal connections with virtual connections via LinkedIn.
10. **Be personal.** Customize your invite messages to add value and strike up a conversation.

## NETWORKING EVENTS

Networking events can not only be a valuable tool in your job search, but they can



also be fun and result in making lasting connections. Even if you think you've never attended a networking event before, you probably have. Here are some examples of networking events:

1. **Traditional business networking events.** These are probably the most routine way to meet fellow professionals in your area. Give these a try and soon flexing your networking muscles at events will be easy as one, two, three.
2. **Trade shows.** These events are a great way to meet a lot of people because their attendance rates tend to be so large and diverse.
3. **Job Fairs and conferences.** Going to these sorts of events is a great way to network toward your goal of landing a job and expanding your knowledge about what kinds of roles are available in your area.
4. **Association meetings and open houses.** These events exist within your community and act as a valuable way to get involved with the greater good, learn about something new, and meet people.
5. **After-hours social events.** These are probably the most fun of all networking opportunities. This is the time to meet people who are breaking loose from their long days at work and looking to blow off some steam.
6. **Workshops, seminars, and lectures.** These types of events are for those looking to learn and make connections. Attend one with a topic you're genuinely interested in or one most closely related to your interests.
7. **Clubs and common-interest group-meetings.** These are a great way to meet people who share a common interest with you. Love to hike? Join a hiking club. Love to play chess? Join a chess club. The possibilities are endless.
8. **Family BBQ's, PTA meetings, and friend's parties.** At first these kinds of events might not seem like networking opportunities, but they sure can be. Networking is a social activity and can quite literally start in your own backyard.

### Where do I find networking events?

Aside from traditional community newsletters, paper bulletins, and newspaper ads, the online community is a great resource to finding networking events. Here are some online resources you can use to find networking events.

1. **Meetup.com** is one of the largest networking sites for local groups. You'll find just about any kind of networking opportunity you can think of using this site. Make a profile for yourself and check this site frequently. Be sure to check out the weekly calendar function to see what events are happening in your area.
2. **Eventbrite.com** allows you to search for events by certain location and category; as well as register for the event right on the site.
3. **Eventful.com** is a networking events site that marries the beauty of networking sites with the interactive nature of social media.
4. **When.com** helps you find where you want to go and when it's all happening! This site allows you to search for networking events by type, location, time, and subject.
5. **LinkedIn.com** is a great way to learn about events and join groups.
6. **Facebook.com** has an entire web feature devoted to event-planning, allowing

you to plan, RSVP to, and share events with your connections. You can also hear about events on Facebook fan pages and within Facebook groups.

7. **Twitter.com** is a great way to hear about events in your area with fellow tweeters.
8. **Geekwire.com**, **Skillcrush.com**, and **Techcrunch.com** all have events sections within their sites that can be very resourceful to professionals wanting to network solely within the technology field.
9. **NationalCareerFairs.com**, **TargetedJobFairs.com** and **TechExpoUSA.com** are all really great resources for those looking to attend career fairs, allowing you to easily meet recruiters and hiring managers face to face.

## HOW OFTEN SHOULD YOU NETWORK?

You will likely only feel value from networking if you network often. You should **attend at least one networking event per week and spend about 6 days a week** networking in other ways. This can be everything from attending events to reaching out to people on social media.

While setting numeric expectations for yourself can help you stay on track, what truly matters is what you get out of networking. And if you're terrified of networking because you're shy and afraid to walk into a room full of people by yourself, bring a friend with you. The most important thing is to get out there and get the most out of each event you attend. Simply attending an event and sitting alone in the corner of the event hall won't bring you results. You never know where a connection might lead. When you go to an event, make sure you have your contact information with you (i.e. business cards, networking cards). Bringing a hard copy of your resume to an event is not typical unless it is clearly requested by the event coordinator that you do or it is appropriate per the event theme.

## YOUR GUIDE TO SURVIVING NETWORKING

Networking events can be scary. Knowing these 30 tips ahead of time can save you some embarrassing moments and help you make the most out of your outings.

1. **Start your networking journey with people you already know.** Reach out to old friends, family members, former colleagues, whoever! If you've never really networked before, start small.
2. **If you RSVP, go!** Avoid earning a reputation as a flake.
3. **Smile a lot.** Positivity is contagious and impactful.
4. **Dress appropriately.** You might be meeting your future employer, after all. Always wear something that is true to your style, yet appropriate for a professional workplace. If the event is formal, dress formally, and vice versa. And when in doubt, play it safe with something business casual.
5. **Shake hands.** A firm handshake, paired with good eye-contact is more important than most people realize.
6. **Be present.** Meaning, put your phone away and send your calls to voicemail. In person interactions are way more valuable than a texting exchange.
7. **Don't talk with your mouth full.** Even if the words you're saying are profound,

nobody is going to listen if they're cringing at the sight of your already-chewed snacks.

8. **Stop apologizing.** In other words, stop saying things like: "I'm so sorry to bother you" or "I apologize for taking up your time." Be confident in your interactions and remember that networking is about mutual benefits, so you might be benefitting your counterpart just as much, if not more, than they're benefitting you.
9. **Go into an event with realistic expectations.** Wouldn't it be nice if the first person you say 'hello' to turns out to be the CEO of a Fortune 500 and adores you and offers you an amazing job on the spot? Of course that would be awesome! Unfortunately, that's just not realistic. Go into every networking event with one simple goal: to make at least one lasting connection.
10. **Be human.** Tap into your non-workplace passions. Don't hesitate to strengthen connections through talking about other shared interests like hockey, strange foods, or travel.
11. **Be authentic** to who you are and work with your natural strengths, rather than fighting against them. Believe that you are a great networker in your own way.
12. **Leave them with information you want them to know.** Before leaving a conversation, make sure your counterpart knows a little about you. Before walking away, ask yourself:
  1. A) does this person have my contact information and do I have theirs?
  2. B) does this person know about my interests and what makes me a specialist in my field?
  3. C) was I able to share with them an interesting project I'm working on or talk about my goals?
  4. D) did I convey that I'm interested in their profession?
  5. E) did we get the chance to talk about something unique and build rapport?
13. **Be prepared.** Do some prior research and focus when you're networking. For example, say there's someone you really want to meet that's going to an event you're planning to attend. Research as much as you can about his or her organization and make it a point to meet. Your authentic enthusiasm and knowledge will come through as you interact with that person.
14. **Less is more.** Don't worry about circulating around the entire event hall and meeting every single guest. Leaving an event with a handful of business cards can mean nothing if you didn't make an impact on anyone you met. Networking is only worth the effort if you build strong connections with the people you interact with.
15. **Be purposeful.** Even if you're nervous, approach the people you really want to meet. Consider how you could offer them value, perhaps through supplying information, products, new clients, or even just a great cup of coffee.
16. **Ask for an introduction.** Maybe you learn that the person you're talking to is good friends with someone else who you'd really like to meet. Don't be afraid to ask something like: "That's great that you two work together, would you mind introducing me?"
17. **Focus on who you're talking to rather than on yourself.** Focus on their work,

their business, or their background. Ask well-formed questions. Most people love to talk about themselves and their work and will love talking with you if you show focus and interest.

18. **Assume that the person you're talking to is the right person for you to be talking to.** Don't make snap judgments about whether or not a person is worth your time. You never know who will be the biggest help to you in the long run.
19. **Identify good contacts.** A good contact is someone who is passionate about their work and active in their field.
20. **Exit with grace.** What if you're stuck with someone who you know isn't of interest to you? How do you exit that encounter without being rude? After giving that person about five minutes of your time, try saying something like: "I promised myself I'd circulate, it was lovely meeting you" or "I know you probably want to meet other people, thank you for your time today" then shake hands and casually walk somewhere else in the event venue.
21. **Stay positive.** Networking events are not for Negative Nancy's. Avoid speaking poorly about anything or anyone. You never know when you'll have a connection in common and make a fool of yourself after bashing a former colleague, or when you'll say something snotty about the food and discover you're talking to the caterer. Be careful with your words.
22. **Keeping busy with your hands can help the conversation flow.** This trick comes into play most when volunteering. Sometimes, if you're busy passing out food or painting a fence with a group, it's much easier to strike up conversation. Doing an activity often means having a defined role and gives you something to talk about.
23. **Manage your contacts.** Whether it be in a spreadsheet or in a notebook or even on a napkin, manage your contacts in a way that works for you and makes sense to you. Use this self-created system as a place where you can jot notes and keep track of your communications. As you meet more and more people, it might get more and more difficult to keep track of everyone in your network.
24. **Following up is what matters most.** Follow up within two days with something specific about the person you're reaching out to. Perhaps an interesting article pertaining to their field or a follow up inquiry to something they mentioned (i.e. "how did that presentation go that you were telling me about?"). This follow up message should be sent within two days of meeting the person. Why? Because people tend to forget about half of what they hear within 48 hours of hearing it. If you wait any longer than two days, that person might not even remember you.
25. **Never underestimate the power of a handwritten note.** Who even sends notes anymore? You do. If you share a great connection with a fellow professional, try sending them a handwritten note as soon as possible. This will surely impress the person and make them feel special.
26. **Know when to let it go.** So you sent your follow-up message and you haven't heard back. If it's been about four or five days since you reached out and you're still hearing crickets, try again. Send another message (attached to your original reach-out) holding a friendly line like: "Just wanted to touch base and see if you have any questions" and wait. Give it some time, perhaps another

four or five days, and if the person still isn't getting back to you, try just one more time with a similar approach. If you're still getting no reply, time to let it go, otherwise you risk looking like a pest.

27. **Have fun!** Networking is essentially professional socializing and it is meant to be enjoyable. Quit thinking you're too cool for school and get out there.

### Conversation Starters

It probably feels unnatural to walk up to somebody and say hello without building a little rapport first. Here are some sample conversation starters to give you a head-start.

1. **When you're fishing at the food table**, try something like: "Oh man, everything looks so good. I'm not sure what to get. What are you thinking?" or "Yummy, they have \_\_\_\_! Have you ever tried it?" or "Hmm, I'm not quite sure what that dish is, do you know?"
2. **Try opening with a compliment** like: "That drink looks good. What is it?" or "Cute shoes! Where did you get them?" From this point forward, just let the conversation flow naturally.
3. **Reference something related to the event**, like: "I've been so curious about BlockChain, I'm thrilled they've decided to host this event so I can learn more. What's your exposure with it so far?"
4. **Do what feels natural**. Starting a conversation doesn't have to feel like a corny pickup. Just relax and let the conversation start. Listen, show interest and ask questions.

### NETWORKING AT A JOB FAIR DONE RIGHT

Job Fairs are a great place to network if you're job hunting. To reserve a table at a job fair can cost a company thousands of dollars. What does this mean for you? They are serious about hiring.

Keep in mind, when a recruiter hosts a table at a job fair, he or she might meet as many as four-hundred people that day. The bad news: the recruiter is only going to remember about five of those people. How can you ensure that you're one of those select people?

1. **Prepare beforehand**. The night before the event, take a look at the event website to see what companies will be at there. Research each of those companies, prioritizing with the ones you're most interested in, to find out one or two things about them. Avoid looking unprepared when you approach the table by asking something like, "Uh...so what do you guys do?" Being prepared shows strong work ethic and passion.
2. **Start with brief pleasantries**. Many job seekers will approach a table and immediately ask about openings and how to apply. While it is important to talk about this eventually, be sure to start with a warm approach. Introduce yourself, shake the representative's hand, ask how they are doing and what their role is with the company. You don't need to spend tons doing this, but be sure to warm up the interaction with this first and foremost.

3. **Show your passion.** Once you've made pleasantries, show the representative your passion for his/her organization. Tell him/her something you really like or admire about the organization.
4. **Offer some constructive criticism.** If the conversation is flowing and it feels right to do so, definitely bring up a piece of constructive criticism for that company. For example, if you were talking to a Coding Dojo representative, you might say something like: "I love that Coding Dojo's website has (A, B, & C) features, but if I worked for you guys, I'd love to help implement a (D) feature!" This shows that you can think critically and would offer a new perspective.
5. **Ask for advice on the best way to apply.** While you have a recruiter live and in front of you, be sure to get their advice on the best way to apply. This might be via their website, via email, or in some other form.
6. **Follow up within 24 hours.** Whereas normally you'd need to follow up within 48 hours, 24 hours is best for such a high volume event like a job fair. Send the recruiter an email or InMail. Make the subject line: "We met at (XYZ Hiring Event)." Thank the individual for their time, tell them it was nice meeting them and you look forward to keeping in touch. Bring up a specific thing that you talked about to jog their memory of who you are (don't instantly assume they'll remember you, be kind and refresh his/her memory a bit). Give your follow-up information, keep the conversation going, and ask for an informational interview in the near future to learn more.
7. **If you've already applied to a company you're meeting,** be sure to let the individual know so they can keep a lookout for your application. Try saying in-person (or over email if it's within a follow-up note) something like: "I applied through your website last week. I just wanted to follow up to express my continued interest in this role and to see if any next steps have been reached yet."

## FOLLOWING UP

It's been said many times before and we'll repeat again, **follow up is crucial**.

Following up is what sets you apart from the crowd and strengthens your relationship with a connection or prospective employer. Focus on building a quality relationship. Reach out within 24 to 48 hours. If you wait any longer than this, you risk the person not remembering who you are. Here are some tips on how to write a valuable follow up message:

1. **Reference the event or instance where you met the person.** While it's likely the person will remember you, jog their memory just in case.
2. **Mention something of mutual interest** to strengthen your bond. Maybe you work in the same field or you share a common hobby.
3. **Include something of interest for the other person.** Perhaps attach an interesting article, photograph, or video. Maybe the person mentioned his or her child's upcoming soccer tournament or an upcoming vacation planned, bring it up to show you were listening and care.
4. **Suggest next steps.** Where do you want this connection to lead you? Maybe you

want to meet for coffee soon, ask for an informational interview, or be introduced to one of their colleagues. Be sure to ask for your desired next steps.

5. **Include next steps.** Politely outline the next logical steps you'd like the person to take. Do you want them to call you? Email you? Close with logistics.

**In this chapter, we learned:**

- How to get started with networking
- Essentials for an effective LinkedIn profile
- How to discover opportunities before they're advertised
- How to find networking opportunities, how often to network, and 30 helpful tips for thriving
- Networking at a job fair done right
- The importance of follow up

## **Chapter 10: Understanding Recruiters**

**In this chapter, you will be provided with:**

- How to know who you're talking to
- The difference between Internal and External Recruiters
- Understanding the various recruiting processes and practices

As you start to get by recruiters, you might find yourself feeling confused and overwhelmed. You may receive calls from people within companies you've never heard of and don't even remember applying to. What's important for all job hunters to recognize is that these feelings are completely normal and recruiters are very used to this. Recruiters tend to move at a very fast pace and this can catch a lot of candidates off guard. The best way to handle this is to go along with their process and try to mimic their speed. Bumps in the road are perfectly normal and should be expected. Remember, this is an exciting time! The key to mastering this part of your career search is *understanding recruiters* and why they operate the way they do.

**How do I tell what kind of recruiter I'm talking to?**

Recruiters typically get paid for each role they are able to fill. With that in mind, remember that you're helping them just as much as they're helping you. Sometimes recruiters will call you with a specific job they have in mind for you at their organization. Sometimes, they'll call you in an effort to add you to their candidate pool for future positions. And other times, they'll call you regarding a role that they're filling for a client.

As a general rule of thumb, if the recruiter is looking to place you within the same company that they work for, the recruiter is an **internal recruiter**. If the recruiter is contacting to keep you in mind for future roles, they are likely an **agency recruiter**, or an **external recruiter**. Moreover, if the recruiter is interested in placing you with a client, then the recruiter is almost always a **technical recruiter**. We'll go into more detail about the nuances and differences soon.

**CAREER TIP:** If you're unsure of what type of recruiter you're talking to, don't be afraid to nicely ask something like: "are you recruiting for internal positions or do you work for an agency?" Recruiters are very used to this question and should explain their process to you.

## HOW TO DETERMINE IF A ROLE IS CONTRACT VERSUS PERMANENT

**CONTRACT ROLE:** An employee who works under contract for an employer. A contract employee is hired for a specific job at a specific rate of pay and for a specific amount of time. A contract employee does not become a regular addition to the staff and is not considered a permanent employee.

### Questions and talking points for Contract Positions

- Is the role W-2 or 1099?
- Is the role salary or hourly?
- Will you tell me more about the temporary role, specifically what your client is looking to accomplish during the time I am there?
- How long is the role expected to last?
- Is this your primary client or do you have others?
- What type of opportunities do you typically fill?
- Do you have any suggestions or coaching for me? Particularly on my resume or how to prepare for this opportunity?

**PERMANENT ROLE:** Permanent employees work for an employer and are paid directly by that employer. They do not have a predetermined end date to their employment. In addition to their wages, they often receive benefits like subsidized health care, paid vacations, holidays, sick time, or contributions to a retirement plan.

### Question and talking points for Permanent Positions

- Who is the employer for this role?
- Can you describe the position?
- What are they seeking to have accomplished during the first year I'm in this



role?

- Why is the position open?
- Is this a new role?
- How long has the role been available?
- Will you walk me through what the interview process is going to look like?
- What kinds of positions do you specialize in filling?
- What breadth of clients or customers does this organization support?

## **INTERNAL RECRUITERS**

Internal Recruiters, often referred to as Corporate Recruiters, fills openings directly for the company or organization they work for. Unlike external recruiters, their email and phone will be a part of the same system. Sometimes, internal recruiters work within HR and have several other responsibilities as well. Other times, Internal Recruiters just recruit. Internal Recruiters are assigned roles to source for, and are typically expected to carry out the recruitment process from beginning to end, while collaborating with other officials and departments before making any final decisions.

### **How do Internal Recruiters source candidates?**

Internal Recruiters tend to value referrals from individuals who currently work at their company. Many companies offer their employees a referral bonus in the event that they recommend someone for a job who gets hired. This is another reason why networking is essential. In addition, to referrals, internal recruiters will also source candidates through LinkedIn or by referencing their internal database of candidates.

### **How do Internal Recruiters get paid?**

While working with an Internal Recruiter has its obvious pros (i.e. you're talking directly to the source), job hunters should remember that Internal Recruiters get paid no matter what, and often aren't as vested in their candidates as external recruiters are. On the other hand, Internal Recruiters are invested in creating a positive recruiting process for their company and might be more inclined to go out of their way to create a positive experience for a candidate. Especially if it's a candidate they really like.

### **How do I find Internal Recruiters?**

To find Corporate recruiters, search LinkedIn for titles such as: Recruiter, HR, and Talent Acquisition, Recruiting Coordinator.

## **EXTERNAL RECRUITERS**

External recruiters, or Agency Recruiters, are likely recruiting you for a client of theirs. While it might happen that they're interested in you for an internal role, the vast majority of roles they source for are at other companies.

### **What is a client?**

Agency Recruiters work for staffing firms, which are like third party companies that organizations partner with to fill open positions. To a recruiter, a client is an organization he or she is staffing at that time. Clients are often retrieved through

warm and cold sales calls on the recruiters behalf, and the candidate often plays a big part in maintaining that relationship.

### **What do External Recruiters recruit for?**

External Recruiters recruit for all types of roles. It's important that you know exactly what type of role you're getting into.

Many agency recruiters will recruit for **contract roles** (often referred to as temporary roles). A temporary role can be anywhere from one day to a year, maybe longer. While on a temporary role, you'll likely be working for one of the staffing firms clients, but you'll be paid by the staffing firm. So while you're not actually working alongside the people that recruited you, you're technically their employee. Companies will often bring on contract workers to help with busy times, establish a new role, or provide assistance while its employees are on leaves-of-absence. Some contractors are referred to as consultants. This usually means that the contractor offers some sort of expertise or training value, and is brought on board to help the company grow.

While most contract roles have the potential to be extended or evolve into permanent opportunities, a recruiter will approach you with **contract-to-hire role** if a position is expected to become permanent. If a position is contract to hire, it means that the client is hoping to determine fit before making a permanent offer. These roles are indefinite in length and should only be committed to if you're looking to work for the company in question on a long-term.

Many External Recruiters will recruit for **direct-hire positions**. This means that you'd immediately be on the client's payroll without any prior contract period.

### **How do External Recruiters make money?**

As mentioned before, while on a temporary assignment through an agency, you're on the agencies payroll.

It is in the Technical Recruiters best interest to place you in a role at a rate where they make a decent profit margin. And, while there is some room to negotiate when working with an agency recruiter, keep in mind they usually don't have the authority to go lower than a certain profit margin dictated by their firm. They could go back to the client to see if they can increase the bill rate, but this is typically only done if the recruiter knows you will accept the role if the salary increase is granted. In this situation, the recruiter might ask: "May I accept the role on your behalf?"

*Here are some ways margins work:*

1. The company pays the agency a flat hourly rate for every hour that you work.
2. In return, the agency pays you an hourly pay, and covers all the fringe and burden of the employer (i.e. workers' compensation, recruitment costs, sick pay, benefits, etc.).
3. If the company you're contracting for decides they want to bring you on permanently under their payroll, they'll likely be charged a fee. This fee is

typically calculated through charging a percentage of your annual salary. Oftentimes, this percentage is around 25%, depending on the rules of the contract and the amount of time you've been on contract. For example, if ABC Company wants to extend you a permanent offer of 100K per year and are to pay a 25% fee for you, they'd owe the agency a fee of 25K.

**CAREER TIP:** Be careful of a company that tries to pay you less to justify the fee, or an agency that stands in the way of your opportunity because a company won't pay a fee.

### **How do external recruiters make money?**

If it seems like a recruiter is being a little pushy with you, it's likely because he or she won't bonus if you don't take the job. While recruiters can give great advice and provide good points, be aware of their motives and ultimately do what's best for you. The structure of a recruiter's bonus is typically as follows:

1. The recruiter negotiates a flat bill rate with the client. This bill rate includes your pay rate as well as additional money to be spent on your benefits package as well as to the recruiter as a bonus. This bonus is an incentive to the recruiter to keep you on contract for as long as possible.
2. For every hour that you work, the recruiter earns a small bonus. Recruiters are frequently paid a base salary along with this bonus per their performance.

### **What do External Recruiters look for in their candidates?**

External Recruiters interview a lot of people. Oftentimes, an External Recruiter will interview as many as forty people per week. And because recruiters see so many people, it's often competitive for candidates and very hard to make an impression.

External Recruiters are typically looking for well-rounded individuals to keep in mind as they fill roles. So while they may not have a specific role at the time of your interview, they are looking to keep you in their **candidate pool** for future opportunities. A candidate pool is a group of people that recruiters are constantly filling and refilling with new talent, and refer to when sourcing for a specific open position. A typical candidate pool consists of candidates of all walks of life, whether they be new to the field or seasoned veterans. A diverse candidate pool is every recruiter's goal.

When being interviewed by a recruiter looking to put you in their candidate pool, it's more so about building a relationship than anything. Because there isn't any one role to discuss, their goal is to get a clear sense of what you're looking for (i.e. what you want to do, where you want to work, and how much you're looking to get paid). Recruiters love candidates that are flexible on pay, flexible on environment, and eager to please. Sensing a theme? While it's not recommended to be completely on the fence about anything, it's best to go into one of these interviews with an open mind. Most importantly, be friendly and likeable, be well dressed, and be

professional. Recruiters will be taking note of everything so that they can get a sense of what kind of environment they think you'd work best in. They'll note everything down to what you wear and how firm your handshake was. So walk in with your best foot forward and ready to be flexible!

### **Working with External Recruiters: What's the typical timeline look like?**

Sometimes an external recruiter's process will feel super quick to a job hunter, while other times it might feel like you're jumping through hoops. It's important to be aware of their process, or timeline. Most external recruiters will take you through a timeline that looks like this:

1. You apply to one of their jobs online or they find you on a professional networking platform.
2. They call you to get a general sense of what you're looking for and where you are in your job search. If this conversation goes well and they like you, they ask for a face-to-face interview.
3. You're either invited into their office or asked to jump on a video interview. This interview may or may not be with the same person who initially called you. This is mainly so they can establish a deeper connection with you.
4. You're asked to fill out all necessary employment paperwork (because, after all, you would technically be their employee).
5. Once the recruiter has met you and you're in compliance to work through them, you're often asked to sit back and wait. During this time, it's wise to continue your job search and not put all your eggs in one basket. Recruiters are providing you a free service and cannot make any guarantees.
6. If a recruiter has a job for you, you'll receive a call or email describing the job. The recruiter will tell you what the job is, where it is, how long it's expected to last, and how much it pays. You then say yes or no. After this, next steps vary between:
  - A) A direct start with the client! The job is yours without an interview.
  - B) A trial run (or working interview) with the client; meaning that you'd work for the client for a day so you can both see whether it's a fit.
  - C) A phone screen (or interview) with the client.
  - D) An in-person interview with the client.
7. Once the recruiter gets the OK from the client, you start the contract! Remember to treat every contract as if it's a permanent position. Many contracts turn into long-term roles.

### **How do I find agency recruiters?**

To find Agency Recruiters, search LinkedIn for titles such as: Recruiter, Talent Scout, Staffing Specialist, Staffing Manager, Sourcing Specialist, or Source Recruiter.

**CAREER TIP:** When you find a good recruiter, stay close to them. Remember that recruiters are just people too and love to build relationships with their candidates.

**In this chapter, we learned about:**

- How to identify what kind of recruiter you're talking to
- The differences between Internal and External Recruiters and how their processes vary

## **Chapter 11: Mastering Your Technical Interview**

In this chapter, you will be provided with:

- Important steps to take before your interview, so that you can put your best foot forward
- Preparing for the interview and taking agency over the process
- Best practices for the day of your interview
- Techniques for effectively finishing the process after an interview

### **FINE-TUNING YOUR SKILLS**

It's important to continue to learn, and to show your peers, your mentors, and your prospective employers, that you are getting better and better at your craft. If prospective employers see that you are constantly growing as a developer, they will take you a lot more seriously than someone who stops their learning process after

they complete the boot camp. When you decide to become a developer you agree to be a lifelong learner. Show future employers that you are dedicated to this mentality by continuing your growth.

**Here are some tips we recommend to do just this:**

1. Pick one stack you're really interested in and go more in depth. Build a few simple projects using that stack, but also start learning and using extra libraries available within that particular language or framework.
2. Go into more depth with the language, mastering the ins and outs of what makes the language unique or different and publish it to your GitHub. Don't stop at the languages and libraries you've learned at the Dojo, teach yourself as much as you like after the boot camp. Your hunger for knowledge and your drive to train yourself will make you more attractive to hiring managers.
3. Continue to spend at least one or two hours per day working on algorithms. Practice these on both a computer and a whiteboard. Make sure you've mastered the sorting algorithms, recursions, and basic data structures. Some great virtual resources to use or this are HackerRank.com and LeetCode.com
4. During your technical interview, ask questions to assure you are on the same page as the employer and to showcase your willingness to learn and receive feedback. Treat each technical interview as an opportunity to learn and demonstrate your capabilities.

**CAREER TIP:** Development languages are like any other language. If you don't practice and practice often, you will lose it! Don't make this mistake. Spend dedicated time every day going into even more depth to grow your knowledge.

## **MASTERING YOUR TECHNICAL INTERVIEW**

You have created an impressive resume and a great portfolio that demonstrates your skill set. You've also done some homework on companies of all sizes in your area. You've combed through your personal network, and you're engaged in various professional networking outlets such as meetups and hackathons. The phone is starting to ring! You successfully caught the attention of potential employers, and they want to talk. Now what!?

Interviews can be nerve-wracking, and the only ways to combat those nerves is to

1. Prepare and research
2. Practice, practice, practice.
3. Take deep breaths and relax. They wouldn't interview you if they didn't already like you.

Let's also think about the entire interviewing process: how an opportunity emerges, the event itself, and what should happen afterward. In other words, the before, the

during, and the after.

## BEFORE THE INTERVIEW

Your work and preparation for the interview begins the moment you find out you have an interview. Here are some tips to assure that you prepare properly and ultimately take agency over the interview process.

1. **Do your research.**

Show your interest in the company by doing your homework on them. What is their mission? What exactly do they do? Who are their competitors and what are some roadblocks they may face in the future? If you can, learn about the particular team: what is their role, what are their needs now and going forward? Talk with anyone you know that has worked there, or worked with them. Finally, keep up with the news about their business overall. From their most recent quarterly earnings announcement, pull a couple of important points about which parts of the business were notable and where the competition is going.

2. **Practice on-the-spot coding**

If you want to work as an engineer writing code, then you'll need to write code during the interview process. There is no excuse for not being prepared to do this. Coding on a whiteboard is awkward, so practice coding on a surface other than a laptop. If you don't have a whiteboard, use your bathroom mirror and a dry erase marker or a sheet of paper and pen. Get yourself accustomed to time pressure by timing yourself: give yourself ten minutes to solve an algorithm from beginning to end. There are great sources for interview questions in Coding Dojo's Algorithm Challenges book, as well as online sources such as Cracking The Coding Interview.

3. **Prepare for Free Response Questions on Technology, Design, and Architecture**

Most companies ask more than just coding questions.

Some are **technology questions** related to specific tools that list on your resume, or technologies that the company uses most frequently. It is also essential that you are ready to answer more general technology questions such as *"what is an http request"* and so forth.

Others might be **design questions**, such as how you might deconstruct a system into the appropriate components. In these, remember your knowledge of OOP, MVC and REST. To practice **OOP questions**, take an everyday physical object (a soda machine, or a mailbox, or an entire post office!), and think through how you would represent it in an object-oriented design. For **web system design questions**, consider carefully how you would break the functionality into models, views, and controllers. Keep the boundaries between these objects very bright and clear.

**CAREER TIP:** you should have the REST table memorized and be able to quickly write out the required URLs, controller method names, and HTTP method verbs for any given problem.

**Architecture questions** are less common for entry-level interviews, but you might still get them. These are related to the interfaces between systems, or how you might design a large-scale system. To prepare for these, ask yourself how you might design two pieces of a system so that either could be upgraded to add new features, without impacting the other. You could also go through the process of sketching out how *you* would construct a large-scale system like Gmail, Facebook, Twitter, or Netflix online. Remember your web scalability, and make sure to plan for redundancy, a global customer base, and the standard usage of that type of system.

### COMMONLY ASKED TECHNICAL QUESTIONS:

Below are examples of some technical questions you can expect to get. The important thing to remember is to do your research and continue to learn and grow throughout your search.

What is html?

What is javascript?

Can you explain the client server model?

Which browsers support CSS?

What is a restful API?

Define a method in Python?

Define class?

Explain how Python is interpreted?

What is IDE?

Explain is JSON and what are some uses for it?

What are some benefits of client side rendering vs. back end rendering?

What are the 5 best ways to enhance your code?

What development tools have you use and which is your favorite? Why?

What languages have you programmed in most recently? Why did you choose that language?

Tell me about a project you are most proud of, and what contributions you made?

### 4. Practice describing the projects in your portfolio and resume

If you list something on your resume, especially a project, expect to be asked about it. Be ready to spend interview time describing your work history, including your contribution, and any interesting challenges on specific projects and jobs. For every project, you should be able to briefly summarize the problem it tries to solve, how long it took to create, the specifics of your contribution, any interesting technical challenges it posed, and potential next steps.



**CAREER TIP:** Spend time refreshing yourself with all the source code in your portfolio, regardless of how long ago you wrote it. This will prepare you to answer any questions that comes your way.

### **SUGGESTED QUESTIONS TO ASK DURING THE INTERVIEW:**

What are the most immediate projects that need to be addressed?  
Can you show me examples of projects I'd be working on?  
What attributes does someone need to have in order to be really successful in this position?  
Is this a new role that has been created?  
Do you expect the main responsibilities for this position to change in the next six months to a year?  
Are there opportunities for advancement or professional development?  
Would I be able to represent the company at industry conferences?  
Where is the last person who held this job moving on to?  
Where have successful employees previously in this position progressed to?  
What are the performance expectations of this position over the first 12 months?  
What can you tell me about your new products or plans for growth?  
What are the current goals that the company is focused on, and how does this team work to support hitting those goals?

### **DURING AN IN-PERSON INTERVIEW**

The day of an in-person interview can be a stressful one. Here are six helpful steps to acing your interview. These steps start the night before and carry into the main event. Good luck!

#### **1. Get enough sleep and food beforehand**

Be smart and take care of yourself the night before. Even if you are nervous, make sure to get plenty of sleep and eat a healthy, well-balanced breakfast. A little coffee is good if you wish, but don't drink more than usual. Perhaps bring some small snacks with you, if you think you'll need or want them. Be sure to keep these snacks stowed during your interview. Even though you might be tempted, don't gorge yourself on the free lunch. Instead, eat something safe that isn't too messy. If given the chance, take a break between interview slots, take the opportunity to calm yourself down and recharge a bit. Go outside, get some fresh air or run to the restroom.

#### **2. What to wear and bring**

Aim to be the best dressed person there. Nothing is worse than showing up to an interview feeling underdressed. At the same time, you don't want to show up in a three piece suit or ball gown. Wear clothes that are clean, professional, but also comfortable. That said, don't be afraid to ask the recruiter ahead of time, if you are worried about this. Bring something to take notes on, as well as additional copies of your resume. Additionally, looking at the company

website or social media presence might give you an idea of their dress code.

### 3. Arrive early, but not *too* early

Plan ahead and leave yourself lots of time for unexpected traffic and delays getting there. It's your best bet to add 30 minutes onto your commute time the day of an interview. There is nothing wrong with being early, and everything wrong with arriving late. If you are early, use the opportunity to observe others. Be engaging and courteous to everyone you meet! You never know who you're going to meet at a front desk or elevator and how their opinion of you might affect your success.

**CAREER TIP:** Aim to arrive 10 to 15 minutes early. Any earlier than this can make you come across overly eager or possibly a distraction.

### 4. In the interview itself

Take notes about each person as you go, including their role within the team. Be especially sure to collect their contact information so you can write them a thank you note afterwards. Make eye contact. Ask interesting questions. Show your personality and passion for what you do.

### 5. Coding tips

Ask clarifying questions, restate the problem back (including a couple of test inputs), list a number of good test cases, think out loud, don't code immediately, write legibly, start in the upper left of the board for good measure, start with the function signature, and test your code before declaring it done. For tips like this can be found in Coding Dojo's Algorithm Book.

### 6. Relax and Have Fun

Interviewing is far from a perfect process. Enjoy it for what it is - a chance to talk with people at an interesting company doing cool things with technology. And hey, if they like you enough to invite you into their work space, you must be doing pretty good, right?

## AFTER THE INTERVIEW

Once you walk out the door the interview is still in process. In fact, the interview is in process until you get an official offer or rejection notice. Here are things for you to think about and act upon.

#### 1. Immediately after

Pat yourself on the back. The hardest part is done! Take lots of notes on what happened. Reflect on overall takeaways.

#### 2. Follow-up within 24 hours

Write thank-you notes within 24 hours of your interview. Consider writing them as soon as you get home. Your thank you note should be short, concise and

personal. Thank them for their time, stress your interest in the role, mention something specific based on your conversation and address any unresolved items or questions.

### 3. Post-event review

Before you start to get any sort of feedback, think through how things went and make a list of things that went well that you want to make sure to continue doing, as well as a list of things that didn't go as well. Then, enumerate a few specific *things that you will do* about that second list, so that things go even better going forward. Live and learn!

#### In this chapter, we learned:

- Actions you can take to prepare for a technical interview, even months ahead of time!
- Techniques that allow your interviews to show your best self.
- Effective follow-ups to finish the interview step, and ways to get permanent value from every interview

## **Chapter 12: Acing Your Behavioral Interview**

**In this chapter, you will be provided with:**

- First steps toward rocking any interview you take
- All about phone screens and how to do your very best
- Video interviewing tips for success
- Tips and tricks to ready you for an onsite interview
- Preferable nonverbal communication in employment interviews
- How to make a great first impression
- The most commonly asked interview questions, why they're asked and how to answer them
- The "why, how, and what" of following up

So you've mastered the technical interview! Give yourself a pat on the back. But remember, while strong technical skills are crucial, strong behavioral interviewing skills are oftentimes more important. After all, put yourself in the shoes of a hiring manager: you meet two people with amazing technical skills, one of them you really like as a person and the other is a dud. Who do you hire? Probably the person that you're not only impressed with on a technical level, but that you see yourself working with long term.

Cultural and behavioral fit is essential to the success of an organization. Technical skills can be taught, while softer skills, such as friendliness and work ethic, are things that most people either *have* or *don't have*. Interviews can be nerve-racking, especially if you're not prepared.

Remember, every interview is, at the very least, good practice. The more interviews you take, the better you'll be at interviewing. The following sections will prepare you for what you're getting yourself into so you never feel blindsided.

### **So you heard back and it's good news! What now?**

You sent in your resume and cover letter, and you've received a response from a hiring manager expressing interest. This is great news! Insert happy dance. You're excited, you're feeling good, and then it happens? Doubt sets in and your imposter syndrome starts to get the better of yourself. Relax! This is a good thing, remember? You've worked hard to get here and they wouldn't have contacted you for an interview if they didn't think you could do the job.

### **First things first: Do your research!**

Before going into any type of interview, you need to do your research! Exhibiting a strong knowledge of the organization shows strong work ethic and passion. This will only impress your interviewer!

1. **Review the company website.** Be sure to peruse their “about us” page, their product page, their news page, and any other sections of their website that you find interesting and informative.
2. **Search the web.** Has this organization been featured in any news articles recently? Mentioned in any blogs? Find and read what you can and remember the source. These are great talking points for your interview; but be wary of mentioning any publications where the organization was negatively criticized.
3. **Where did you hear about us?** Your interviewer might want to know how you initially heard of the company or of the particular role you’re interviewing for. And they don’t want to hear: “I don’t remember.” Be sure to track down these details; perhaps in your email box or your computer’s search history.
4. **Know your interviewer.** Get a list of people that you’re interviewing with and look them up on LinkedIn. Researching an individual is just as important as researching an organization; and it sure is flattering to your interviewer!
5. **Familiarize yourself with their source code.** Look at any source code you can find. This might be from open GitHub repositories or the company’s brochure site.

## THE PHONE SCREEN

When a recruiter seeks interest in you, he or she will likely ask for an initial phone screening. This is usually meant for gauging whether or not you’re a strong cultural fit for the organization, as well as for answering any questions you have about the role. They’ve seen your resume, now they want to hear your voice and what you have to say! It’s very important to do well in this initial step and make an impression. If the recruiter you’re working with likes you, they’ll likely be your advocate throughout the entire process; however, if this doesn’t go well, you might just get bumped after the first round. Keep your head up high and you’ll do great.

### How to Rock a Phone Screen with 7 Easy Tips

1. **Schedule the call at a time where you won’t be interrupted.** Driving the kids to school? Out running errands? These are both loud and distracting times to talk on the phone. Schedule the call at a time where you can be alone in a quiet place. If the phone screening is impromptu, try to find a quiet place immediately while you have the interviewer on the phone; if this isn’t possible, kindly ask to call the interviewer back at a later time when you’re ready.
2. **Answer the phone!** Missing the call might mean missing your only shot.
3. **Keep useful resources in front of you.** The best (and sometimes worst) part of a phone screen is that the interviewer can’t see you! Take advantage of this and have the company page up in front of you, as well as your resume, and any notes you might find helpful. Be wary, however, of putting anything in front of you that might be more *distracting* than *helpful*.
4. **Be familiar with your answers to common questions.** Brief yes or no answers will likely bring the phone conversation to a screeching halt.
5. **Let them hear your smile!** Believe it or not, smiles can be *heard* as well as

seen. Smiling as you talk will likely brighten your tone of voice.

6. **Focus on what you say and how you say it.** Phone screenings are all about your language and tone of voice. After all, the interviewer can't see you, they can only *hear* you! Convey your personality with eloquent language and expressive tone.
7. **Stand up and walk around.** Ever talk to someone while they're lying down? Sometimes it's easy to tell by how monotone and muffled their voice might sound. Be sure to sit up straight, or better yet, stand up, while you talk. Sometimes walking around or waving your hands helps word flow as well.

## THE VIDEO INTERVIEW

Many recruiters and hiring managers are embracing the conveniences of video interviewing with present day technologies like FaceTime, Skype, and Google Hangouts. Video interviews are equally important as in person interviews and should be taken seriously. Some video interviews are interactive, while others are via a video upload. No matter what style it is, these 14 tips will help you rock your next video interview.

1. **Treat it as an onsite interview.** You should be equally prepared for this interview as if it were onsite.
2. **Find out what kind of video interview it is.** Will this be interactive or a video upload? If it's interactive, confirm the date and time. If it's to be uploaded, confirm the logistics; such as: their preferred format, what questions you'll be answering, and a deadline for submission.
3. **Get your facts straight.** Assuming it's an interactive video interview, confirm with your recruiter *who* will be initiating the video call and over what platform.
4. **Avoid technical difficulties.** Be sure to download any apps, plugins, or software you need beforehand. Be sure to set up a username and password if you need one. Check that your microphone, speakers, and camera are working properly; and that your device is fully charged. Stay close to a power source, just in case. Make sure you have the recruiter's direct phone number and email just in case you run into difficulties and need help.
5. **Pick a neutral backdrop.** Choose a spot that won't be distracting to your interviewer and has plenty of natural light.
6. **Steer clear of ambient noise.** Dogs barking? Babies crying? Car alarms sounding? These can all be terribly distracting for both you and your interviewer. Pick a quiet place where outside noises aren't likely.
7. **Consider a trial run.** Perhaps practice with a friend or family member to test your lighting and sound. Play with your volume controls until they're just right.
8. **Frame your pretty face!** Your shoulders and face should be framed in the video.
9. **Make direct eye contact.** That means looking at the camera and not the screen.
10. **Dress for success.** Even though you're not in an office, it's still very important that you dress the part and look put together. Wear something that will stand

out against your backdrop.

11. **Arrive early.** Have your space set up and be ready before the interview is scheduled to start. Consider logging into the video platform about ten minutes early.
12. **Be alone.** Make sure all housemates and pets are elsewhere so you can be 100% present during the duration of your video interview.
13. **Finish breakfast *before* you turn on your camera.** Chewing on a snack or chugging an energy drink lacks professionalism and might lead your interviewer to believe that you're not prepared.
14. **Be confident.** You got the interview, now rock it! Speak loudly, clearly, and smile a lot. This will help you in infinite ways.
15. **Don't hang up until you have next steps!** Before you say goodbye, ask your interviewer about next steps and write down all necessary contact information and details you're going to need.

### **Before You Go: 18 Not So Obvious Tips**

Prepare. The more prepared you are, the less your nerves will sneak in to get the best of you. Here are a few simple steps to take to ensure you're prepared as ever!

1. **Confirm the date and time.** Just in case plans have changed, consider reaching out to the hiring manager the day prior to your meeting to confirm you have the correct date and time for your interview.
2. **Raid your closet.** While you don't need to be a fashion icon for most job interviews, it's important that you look professional and put together. Do a little research on how the organization's employees dress, and take it one notch higher. You might even consider asking your recruiter what he or she recommends you wear (they're perfectly used to this question). Pick out your outfit the night before and lay it flat so it's not wrinkly when you wear it. There's nothing scarier than learning five minutes before you're supposed to leave that all your clothes are dirty or they're still wet in the washer. Getting your outfit ready the night before will ensure you don't step into any of these horror scenarios.
3. **Catch some Z's.** Get a good night's rest to ensure you feel awake and alert for your interview the next day.
4. **Print your resume.** Even if they didn't ask you to do this, be sure to do it anyways. Consider printing several copies so that each person you're interviewing with can have one. Put them somewhere safe where they won't get damaged before your interview.
5. **Print a list of professional references.** Similar to number three, you might consider printing a list of two to five professional references and their contact information.
6. **Take a notebook and a pen.** You might find yourself wanting to take some notes in your interview; and doing so on your phone doesn't look professional.
7. **Map out your destination.** Look up how long it will approximately take you to get from your front door to the company's lobby. Be sure to take into account traffic, public transit delays, and parking when deciding how much time to give

yourself. To be on the safe side, you might want to give yourself twice the amount of time your GPS estimates. If it's an area you've never been, consider going there the day before just to see how long it takes you and to familiarize yourself with the environment.

8. **Bring the essentials.** Need cash for parking? Need to bring two forms of ID? Be sure to pack away the essentials you need to avoid any hiccups.
9. **Nourish yourself.** If your stomach is growling or you're growing weak of hunger, you might not be able to concentrate in your interview. Be sure to have a light meal before your interview, but not so much food that you dwindle into a "food coma."
10. **Stash a snack.** Just in case hunger strikes unexpectedly, hide a snack in your purse or briefcase. Outside food or drink shouldn't be visible to your interviewer, but it might just come in handy if you find yourself growing hungry or thirsty beforehand.
11. **Take care of business.** Go to the bathroom. Needing to use the restroom might weaken your concentration in your interview.
12. **Turn off your phone.** A loud chime from your cell phone is rude and distracting. Silence, or better yet, turn off your phone before you go in.
13. **Be present from the moment you walk in.** Even when you're sitting in the lobby, be sure to be in the moment. Meaning: put away your phone, put away your reading material, and sit quietly and alert as you wait.
14. **Ride solo.** Sure, it's fun when friends tag along on your adventures, right? While interviewing might feel adventuresome, it's not a time nor place to bring guests. If you must bring someone, perhaps they're your ride, kindly ask them to wait at a nearby coffee shop or café.
15. **Pack light.** *What, are you moving in?* Some candidates might be tempted to bring a backpack, purse, tote, *and* a briefcase. This can look sloppy and unprofessional. Be sure to consolidate all your personal belongings in one neat and tidy carry-on.
16. **Consider keeping an emergency kit in your car.** You never know when you might need an umbrella, a spot remover, floss, or Band-Aids! Put together some essential survival items and keep them in your car...just in case!
17. **Bring your networking or business cards.** A clean and professional card screams: "I'm prepared! Hire me!" There are many websites nowadays where you can design a card and have a box of them shipped to you.
18. **Your interview starts with the receptionist.** When you first walk in, you might be greeted by a receptionist. Be sure to put your best foot forward when talking to him or her. A positive impression on the receptionist will only help you!

## THE IN-PERSON INTERVIEW

An in person interview is the most traditional route a hiring manager will take when recruiting for a role. At this point, you've probably already cleared a phone screen and maybe one or two technical challenges. When invited onsite for a face to face interview, the recruiter wants to gauge how you fit into the place you might be working in or how you behave in person to person contact.



## The Five Most Important Nonverbal Cues to Remember in a Job Interview

Majority of what you communicate is communicated in nonverbal cues, not in the actual words that you say.

1. **Your attire.** Your attire is one of your most important communicators when interviewing. What you wear and how you present yourself indicate to your interviewer how well you take care of yourself. For instance, if your hair's a mess, you have stuff in your teeth, and your outfit is sloppy, the interviewer might be quick to assume you're not capable of doing your job either. Be sure to wear something professional and workplace appropriate.
2. **Smile a lot.** Smiling eludes optimism and eagerness; which are very desirable traits to most recruiters. Through smiling a lot, your interviewer will associate feelings of positivity with you, and that can only help you.
3. **Make eye contact.** Looking someone in the eye as you speak to one another shows confidence and respect.
4. **Sit up straight.** Nothing quite says "I don't care" like slouching in your chair. Be sure to sit up straight and maintain professional body language.
5. **Stop fidgeting.** Swaying back and forth, tapping your foot against the floor, repeatedly touching your face...sound familiar?

## Making a Strong First Impression in 8 Simple Steps

Some interviewers will make conclude their first impression within just a few minutes of meeting you. You only get one chance to make a first impression!

1. **Be on time.** Arrive early, but not too early! And whatever you do, *don't* be late. Consider checking in with the receptionist about five to ten minutes before your scheduled time.
2. **Be polite to the receptionist.** Remember, your first impression starts with the impression you make at the front desk.
3. **Look "workplace appropriate."** When interviewing, your attire is crucial to your success. Deciding what to wear starts with evaluating what people wear in the organization where you're interviewing, and taking it a notch higher. For example, if everyone wears jeans, wear khakis. If everyone wears khakis, wear slacks. Make sure your clothes don't serve as a distraction; so nothing too flashy. Wear something fashionable yet professional. Nothing too low cut or short, shoulders and knees should be covered, and no flip flops or sneakers. If you're at a loss for what to wear, ask your recruiter beforehand for some tips.
4. **Groom up!** Make sure your hair, face, and teeth are properly groomed.
5. **Lose the odor.** Be sure to be free of smoke, strong perfumes or aftershaves, and foul body odor.
6. **Be organized.** Avoid digging through your messy purse or briefcase in front of your interviewer. Have everything you're going to need at your fingertips.
7. **Shake hands.** Many interviewers believe that the handshake says it all. Be sure to be the first to hold out your dominant hand for a handshake as you introduce yourself (and also as you say goodbye). Embrace a firm handshake with a strong

squeeze, but not so hard that you hurt their hand!

## **The 41 Most Common Interview Questions: Why They're Asked and How to Answer Them**

As your recruiter gets to know you, he or she will likely ask you a variation of the following questions. To prepare, answer each of these questions to yourself and rehearse. Grab a friend and have a “mock interview” for aloud practice. While your answers to many of these questions might feel intuitive, it's clear to an interviewer when your answers are well thought out or thought up on the fly! Be sure to keep your answers brief, but not too brief! Rule of thumb: your answer should never exceed about 30 seconds.

### **1. Tell me about yourself.**

Interviewers will often ask this first to set the stage for the interview and examine your breadth. You might be thinking: “where do I start?” This answer could potentially be very long if you go into too much detail. Try to keep this answer under 30 seconds and stick to the following formula: A) 10 seconds about your present B) 10 seconds about your past and C) 10 seconds about your future, or your desired career path. When addressing the third part of this answer, be sure to sculpt your answer so it aligns with the career path of the role you're interviewing for. It's possible that your interviewer is trying to gauge how long you'd stay with the organization.

### **2. What do you know about this organization?**

Interviewers will ask this to gauge whether or not you did your research! Anyone can recite their “about us” page, but it's important that you go the extra mile here. Speak about how their mission is also your mission.

### **3. How did you hear about us?**

Interviewers may ask this to learn about where their organization's marketing and public relations efforts are best spent. You may take this time to talk about an article or blog post you read where the organization was positively mentioned. This is the perfect opportunity for you to show your longtime (or newly found) passion for their organization.

### **4. How did you learn of this position?**

Interviewers may ask this as a way to learn of where their recruitment efforts are most effective. This is a great time to name drop if you heard about the opportunity through a mutual friend or professional connection. Even if you found the position on a random job board, share what caught your eye about it and why you applied.

### **5. What is your greatest weakness or biggest area for improvement?**

Nobody is perfect. Everyone has a weakness or something to improve on. Interviewers know this and they want to know that you're self-aware too. When answering this question, be humble and honest, but name a weakness of yours that is also a strength in a way, and be sure to close with how you're working on it. Maybe something like: “Sometimes I get so passionate about a project that I'm too proud to reach out for help. But I'm working on this by delegating tasks from the very start of the project instead.”

6. **What is your greatest strength or that one special thing you bring to a role?**  
With this question, the interviewer wants to hear what your true strength is, not what you think they want to hear. Be honest and draw on an example of a time where this strength proved to be most effective.
7. **Why do you want to work here?**  
Your interviewer will ask this to gauge your passion and love for the organization. When asked this, don't be afraid to share a personal anecdote or story pertaining to why you're especially passionate about the organization. But don't get too personal! And try to keep your answer under 30 seconds.
8. **Why do you want this job?**  
Not only should you be passionate about the organization you might be working for, but you should be passionate about the job itself. Recruiters love to hire people that are eager to do the job. Perhaps share a few key points as to why you're such a good fit for the role and eager to work for the company.
9. **Why should we bring you aboard?**  
This is your time to sell yourself! Interviews are all about showcasing your strengths and making a positive impression. Create an answer that highlights how well you'd do the work, what great results you'd bring, and what a great cultural fit you'd be.
10. **What would you say is your greatest professional achievement?**  
A proven track record just might be your ticket to employment! This is your opportunity to share a success story. Start with some context, describe what you did, and what you achieved.
11. **What is your dream opportunity?**  
Your interviewer may ask this to uncover what your ideal career path would look like and how long you'd potentially stay with the organization. Organizations love to hire people that could potentially be long-term investments. Talk about your career goals and be sure to keep in mind the opportunity at hand.
12. **Discuss a time you faced a challenge in the workplace and how you dealt with that challenge.**  
Interviewers will ask this to gauge whether or not you're capable of handling conflicts in a professional manner. Discuss a past example by starting with the context, what exactly happened, how you responded, and how you resolved the problem.
13. **Why did you leave your last job?**  
Interviewers want to know that you left a past opportunity with grace and professionalism. In your answer, be positive. Avoid bashing past co workers or duties. Perhaps explain why your last opportunity wasn't enriching your chosen career path and why the role you're interviewing for is a better fit for you.
14. **What are you looking for in your next job?**  
This is your opportunity to explain why *this* job is what you're looking for!
15. **Where do you see yourself in the next five years?**  
An interviewer will ask this to gauge whether or not this role aligns with your ideal career path and goals. In your answer, show that you're ambitious. Perhaps highlight a realistic career path that this role could lead you; and keep

in mind that organizations typically strive for longevity within their employees.

**16. Have you ever been fired? Why?**

If you've ever been fired from a role, be sure to be honest about why. Perhaps you don't feel comfortable sharing the not-so-pretty truth. The important thing here is to stay positive, explain what happened, and how you learned from it. The lesson you learned from this could better position you for future opportunities!

**17. Give an example of a time you took lead.**

Even if you won't be leading a team or project in the role you're interviewing for, your interviewer may want to know if you're capable of eventually moving up into a leadership role. Share a professional example of a time you rallied a team or took the lead on a project from start to finish and did a great job.

**18. In what style do you manage others?**

If the role you're interviewing for is a leadership role, your interviewer will want to gauge what your style of management is. Are you a "hands off" manager? A micro-manager? Explain your management style and why it's beneficial.

**19. What management style do you respond best to?**

Your interviewer will likely ask this to gauge whether or not you'll thrive with the person who would be managing you. Be honest when asked this question and backup your answer with self-reasoning or a specific example.

**20. What kind of workplace environment do you perform best in?**

Be honest with this one; but ideally, your ideal workplace environment will mirror the environment of the organization you're interviewing with.

**21. If you had all the resources and money in the world, what project would you build?**

Your interviewer is likely asking this to get a sense of how creative you are, how reasonable you are, how strategic you are, and most importantly, your awareness of how to implement things.

**22. What other organizations have you been interviewing with?**

Depending on who you're interviewing with, this question might be asked for a variety of reasons. If you're interviewing with an internal recruiter, he or she might ask this to gauge your passion about the industry. For example, if you're interviewing with a bank, and every other company you've interviewed with is a gaming company, your interviewer may wonder why you're interested in their company. Justify your interest through highlighting an underlying common quality that is important to you. On the other hand, if your interviewer is an external recruiter, he or she might be hunting for leads; meaning, news of nearby job opportunities that could be potential sales. In this case, be as vague as possible without seeming secretive or unkind.

**23. How would your past supervisors and colleagues describe you?**

Remember, if you're seriously considered for this job, this hiring manager just might call your past boss and colleagues to ask about you. Be sure to describe their perspectives in a way that mirrors what they would actually say. This question is asked to gauge social awareness and is a great opportunity to further highlight your strengths.

**24. What is the best job you've ever had and why?**

Your interviewer might ask this and he or she is gauging at your work history. This is often asked as a way to gauge which role you most enjoyed and what about that role was so rewarding for you. If the positive points you mention mirror the role you're interviewing for (no matter how broad these points might be) then you just might be the right fit!

**25. Of your previous roles, which was your least favorite job and why?**

Just like the last question in this list, your interviewer might ask this to gauge what you haven't enjoyed doing thus far in your career. Be careful with your answer to this one, if you mention something that mirrors the role you're interviewing for, your interviewer might question whether or not you're the right choice for the role. When answering this, avoid being inappropriate or overly critical. Perhaps say something like, "that role was the right choice for me at the time, but it was my least favorite of all my roles because it had no room for growth."

**26. What do you ideally see yourself doing at this point in your career?**

Hint, hint: this job! While your long-term goals are very important, so are your short term goals! Your interviewer may ask this to gauge whether or not the role you're interviewing for matches what you ultimately want to be doing.

**27. Is there anything you wouldn't do?**

This is often asked by external recruiters trying to get a sense of your goals and what sorts of roles you'd be interested in hearing about. Be honest when asked this, but remain professional, relevant, and appropriate in your answer.

**28. If you had to choose between *this job* and *that job*, which would you choose?**

Perhaps a recruiter has two roles in mind for you! If this is the case, he or she might ask you to pick one. Or perhaps your interviewer is testing you. This question is often asked to gauge how serious you are about a role. For example, if you're interviewing for one role, yet, you have your eyes on another role, your interviewer might see it as a red flag if you don't want the role in front of you more. Do what's best for you and be honest with this one.

**29. Is there anything you would like to tell me about yourself that is not listed on your resume?**

Interviewers know that who you are on paper is a small fraction of who you are in entirety. If asked a question like this, share something with your interviewer that is relevant to the role you're interviewing for, but wouldn't typically go on a resume, such as your deep-rooted passion for the organization's mission that stems from your childhood, or a volunteer project you did that you didn't list.

**30. So you didn't graduate? Why not?**

While all and any education is valuable, your interviewer might be curious to know why you didn't complete a past educational endeavor. Be honest with your reasoning while remaining professional and appropriate. Perhaps say something like: "I went to college for a while, and while I learned a lot, I didn't enjoy it. I decided against spending a lot of time and money on something I didn't enjoy and joined the workforce instead."

**31. Talk to me about this gap in your employment.**

So maybe you took a year off to travel? To care for an ill relative? That's okay! If there was ever a time where you weren't working or pursuing education, it's most crucial that you be prepared to explain what was keeping you busy during that time (sitting on the couch eating potato chips doesn't count) and for it to *make sense*. For instance, if you say that you were pursuing an Associate's Degree (which typically takes two years) yet you weren't working for seven years, your interviewer will wonder what was keeping you busy during that five years not accounted for. If it doesn't make sense, your interviewer may see it as a red flag or consider you dishonest.

**32. Describe to me a time where you disagreed with a decision made in your workplace.**

You're bound to disagree with your supervisor at one point or another, even if it was something quite small. Be sure to describe this instance in a positive light without bashing any former colleagues. Your interviewer wants to gauge how you work with others and how your opinions could potentially make a positive impact.

**33. What would you like your first 90 days here to look like?**

Your interviewer may ask this to gauge what really gets you going and how they can structure a training plan that will help you thrive. What training curriculum would you like to learn most about? What individuals would you most like to shadow and spend time with? What project would you most like to contribute to? Sure, if you get the job, your training plan might not look like what you described, but at least your interviewer will know how self-aware you are of your learning style.

**34. Why are you changing careers?**

Changing careers takes guts. Some career-changers might have their stomach in knots over this question. Just relax and take a deep breath. Your interviewer is likely asking this to gauge how serious you are about your newfound passion and why your "past life" isn't who you are anymore. Avoid discussing anything financially related and focus on your change of passion instead. If you can, mention some experiences in your past roles that are transferable to your newfound career path. It's typically very impressive to hiring managers when a candidate can make a seemingly irrelevant role *relevant* to another role.

**35. What are your hobbies?**

Your interviewer will usually ask this to gauge whether or not you're a good culture fit. Your personal hobbies say a lot about you and recruiters typically hire people whose identities somewhat align with the identity of the organization. Be honest when asked this question, but keep in mind the culture of where you're interviewing. For example, if you know that they have a company softball team, you might talk about your love for baseball. If you know that they cater gourmet lunch every day, you might consider talking about your self-proclaimed "foodie" side.

**36. Talk to me about your salary expectations.**

The dreaded question. Many candidates will clam up when asked about salary. After all, money is often a sticky subject. Before going into any interview, be sure to do your research. Look up what other people in similar roles are making

and take into account the marketplace. For example, a Senior Developer in Manhattan likely makes a much greater salary than a Senior Developer in Dallas; and that's mainly because the cost of living is much higher in the Manhattan greater area. Base your research more so on job descriptions than titles, for titles can really vary from place to place. Learn how much you'll need to make to be comfortable, to pay your bills, and to support your family. When ultimately asked, try turning the conversation around and asking your interviewer something like: "well, what were you thinking was a fair range for this role?" and see what he or she says. Perhaps ask something like, "has anyone ever had this role before?" and if your interviewer says yes, follow up with, "well, what was that person making when they first started?" and be sure to not to ask *when* that person started, taking into account inflation over time. Always give a range when answering this question versus spitting out some random and specific number.

**37. Based on what you know about our organization, what do you think we could improve on?**

You're more likely to be asked this if you're interviewing for a small company in its startup phase. Startups are constantly trying to improve and explore new avenues of growth. Be honest in your answer, but be careful not to bash the company. Share a few ideas and show your interviewer what a forward thinker you are!

**38. How do you respond to high-pressure or stressful situations?**

Your interviewer wants to know whether or not you are capable of facing stressful instances in a proactive way. Perhaps share a specific example of a time where you thrived in a stressful situation.

**39. Do you plan on having kids someday?**

This question might seem a little odd; but don't be surprised if you're asked something personal like this. Questions like this are technically discriminatory and its answers should not be taken into account when making the decision of whether or not to hire you. Do not instantly assume, however, that your interviewer is being discriminatory, he or she might just be making conversation. If you feel comfortable doing so, go ahead and answer this question openly and honestly; and if you feel uncomfortable by this question, try to change the subject with something like: "I'm not quite there yet, but I'd really like to learn more about this company and this role."

**40. If you were a tree, what type of tree would you be?**

Questions like this are being asked more and more frequently by interviewers, especially within technology companies. Your interviewer is likely asking this to gauge how well you think on the fly. There's no wrong answer to this question. Your interviewer simply wants to better understand your personality, your self-awareness, and your creativity level. You might feel a bit stunned or taken aback when asked something like this, but just go with it!

**41. How many soccer balls could you fit into a minivan?**

Again, a very strange question. Your interviewer isn't necessarily seeking a specific numeric answer here. Your interviewer is merely trying to gauge the way you solve problems and your typical thought process. Feel free to ask

follow up questions or ask for a pen and paper. Talk through your thought process with your interviewer to best convey how your mind works.

**42. Do you have any questions for us?**

This question is typically asked at the very end of the interview. An employment interview isn't all about your interviewer asking *you* questions, it's also about your opportunity to ask *them* questions! Be sure to take advantage of this opportunity to ask any questions you have. Perhaps ask your interviewer to describe "a day in the life," the position in greater detail, or the company in more depth. You could even target your interviewer with a pointed question like: "what do you love most about coming to work here every day?" You might also consider showing your desire to grow professionally by asking something like: "do you have any feedback you'd like to share with me?" Be sure to get next steps before you leave the interview, and always show your gratitude to them for giving you their time and consideration!

### **The Most Common Types of In-Person Interviews**

Sometimes it's hard to know what to expect when walking into an in person interview. Try to be prepared for anything. The following are the most common types of interviews organizations typically use.

1. **One to one.** This is the most traditional type of interview where you and the interviewer speak one to one privately.
2. **The Informational Interview.** This is often a result of a networking inquiry. An informational interview is more about *learning* than it is about evaluation. The main point of an informational is to learn about an organization or a potential mentors career story.
3. **The "Round Robin."** The "round robin" is a series of one to one interviews. Oftentimes, a hiring manager will seat you in a conference room and send one person in after the other to talk with you. Organizations will often do this so that every decision maker and potential colleague can meet you. It's important to impress everyone because the decision to bring you aboard will likely be a collaborative one. You might feel like you're repeating yourself and answering the same questions again and again, and that's okay! Consistency to an interviewer means honesty. The "round robin" method might take place all in one day or over the course of several onsite visits.
4. **The Panel Interview.** Potentially one of the most nerve-racking methods of interviewing for the candidate. This is where several interviewers interview you at once. If this happens, just relax and keep confident. They're aware of how scary this can be and they just might be testing you!
5. **The Group Interview.** This is where you're being interviewed along with several other candidates at once. In group interviews, it's important to stand out amongst the others and remain calm. Be yourself, listen to everyone's answers, and learn from others. Gauge how the interviewer responds to others' answers and adjust your answers accordingly.

### **FOLLOWING UP AFTER THE INTERVIEW**



Just as in networking encounters, following up after an interview (no matter what type of interview it was) is essential. Follow up is rare amongst most candidates, and can truly set you apart from others being considered for the role (in a very good way).

### **Your Questions About Follow Up Answered:**

**1. When do I follow up?**

Follow up should be done within two days of the encounter. Most people will forget about half of what they hear within 48 hours of hearing it. So if you wait much longer than two days, your interviewer may not even remember you.

**2. Who do I follow up with?**

Always follow up with the people who interviewed you. Send individual, personalized notes to each.

**3. In what ways could I follow up?**

Email is typically the best way to follow up. If you don't have the person's email address, try sending them a private message on LinkedIn.

**4. I haven't received a response. What now?**

Give the individual about five business days from receiving your message to reply. If you haven't heard back after this time, try sending another message similar to the one you previously composed, but start it with something like: "Hello again. Just making sure you received my last message." Be polite and try not to come off as impatient. Showing gratitude is crucial. Wait another five days or so, and if you still haven't heard anything, try again. If another week goes by with no reply, give it up and move on. Otherwise you might risk becoming a nuisance.

### **What to include in a follow up note:**

- 5. Thank them for their time.** Show your genuine gratitude to them for speaking with you and considering you for their open role.
- 6. Offer to answer any additional questions they have.** Offer up any information they seek about you that might help them determine their decision or take next steps.
- 7. Mention something personal.** Perhaps your interviewer mentioned he or she was about to embark on a weekend getaway. Perhaps you and your interviewer share a passion for cooking. Perhaps you found a cool article that might of interest to your interviewer. Be sure to mention or include a brief personalized feature.
- 8. Ask for next steps.** If next steps were up in the air at the end of your interview, be sure to politely ask for these.

### **In this chapter, we learned:**

- Your starting steps toward rocking every interview you go on
- The nitty-gritty on phone screens and how to do your very best
- Tips for ultimate success in all your video interviews
- Your survival guide to preparation for your onsite interviews
- Nonverbal communication in interviews and what it says about you

- Tips and tricks to making an awesome first impression
- Commonly asked interview questions, why your interviewer asks them and what you should say
- The importance and “how-to’s” of following up after your interview

### **Chapter 13: Surviving The Wait**

**In this chapter, you will be provided with:**

- The reasons you may experience silence after you click apply
- How to hear back when you’ve heard nothing
- Surviving the interview process

Searching for a job can be exhausting, and surviving the wait even more exhausting. Hours upon hours of tweaking your resumes and cover letters, working on projects, building and revising your portfolio, fine-tuning your LinkedIn, maintaining your social media presence, preparing for interviews, applying for jobs, networking, doing reach outs, and on and on. This is a full time job in itself; and it really is. To be successful at your job search, you must put a minimum of about thirty hours per week into doing a combination of all these things. And this doesn’t include the time spent in actual interviews; after all, some tech interviews can take hours!

Perhaps you’ve had an interview or two with the same company, and things seem to be looking up for you. First of all, congratulations, that is awesome and you should be very proud of yourself for getting to this point in your journey. And while your journey is not over, you’re surely on your way to achieving great things.

This being said, does the wait feel like torture? It just might. Waiting for responses, waiting for an employer's answer, or undergoing a long recruitment process can be hard work. You might feel like throwing in the towel, but don't! Hang in there and keep your head up high.

### **So you still haven't heard anything?**

You applied for an opportunity and you never heard back. No confirmation email. No next steps. Not even a rejection letter. Nothing. If you're lucky, you might have a brief exchange over email with a recruiter and never hear from them again. That's always a drag.

If a week or so has passed and you haven't heard anything, try not to get yourself down. It's all a part of the process. Applicants often wonder why they don't hear anything after attaching their resume and clicking 'submit.' If you can relate, you're definitely not alone in this uncertainty. There's no question that job searching can feel like an uphill battle.

Remember, any pangs of struggle you feel will make your eventual success even sweeter. The most important thing to remember is that you shouldn't take silence personally. Silence usually comes from companies and hiring managers who have such an abundance of applicants that it's nearly impossible to get back to everyone. Unfortunately silence is common. Your patience might be wearing thin. You might be asking yourself: "why?"

### **Why haven't I heard back yet?**

1. **The company uses screening software.** Many companies, both large and small, use a variety of screening software to weed out a large percentage of resumes before they even hit human eyes. This can definitely hurt the job hunter, like yourself. Try to overcome this and reach human eyes through applying to several opportunities within the same company.
2. **Perhaps you're not qualified.** While we recommend you apply for any job that you see yourself fit for, even if you don't meet every requirement, some hiring managers are really set on finding someone who does in fact have 5+ years of development experience, for example.
3. **The position has been filled.** Sometimes companies neglect to remove positions for their job boards, even if they've already hired for the role.
4. **You're low on the list, literally.** So the company received 200 applications and they're going through them in the order they were received, and you're number 195. It's going to take a while.
5. **Your resume is sloppy.** If your resume has typos and doesn't look nice, a recruiter might skip over it without giving it a fair chance. This is unfortunate, but it happens. Before you apply, make sure your resume is clean and aesthetically nice.
6. **Your resume didn't parse properly.** While your resume might look pretty,

perhaps the company's automated program didn't recognize your formatting when trying to parse your resume into its database. Help a machine out and keep your formatting consistent.

7. **Your resume isn't written for "keyword optimization."** Job descriptions contain keywords that the company seeks when weeding through resumes. These keywords are both soft and hard skills and requirements the company desires in an applicant. Before you apply, a close read of the job description is crucial. Do your best to pull out keywords and weave them into your resume and cover letter. This will help your chances of being noticed and considered.
8. **Technical difficulties.** Perhaps the website is having difficulties or your internet failed you as you clicked 'send.' Don't worry. Technical issues happen. Apply again to rectify this unfortunate occurrence.
9. **The company is on a hiring freeze.** Sometimes a company will post a job and later decide that it's not in their best interest to hire anyone just yet. In this case, the position is temporarily dissolved and it's nothing personal to you.
10. **Nobody has been assigned to the task yet.** Perhaps nobody within the company has been assigned to go through the submissions yet. If this seems to be the case, don't be afraid to follow up with a brief and friendly check-in.

### Turning Questions into Answers

If you feel you've given the company a fair amount of time to review your application and get back to you, and you still haven't heard anything, there are still steps you can take. Remember, your goal is to make a good impression so be sure to conceal any feelings of resentment or impatience you may have.

1. **Send a courtesy email.** If you have a direct email address of the recruiter sourcing for the role, you might consider sending a friendly inquiry about application status.
2. **Reach out via LinkedIn.** If you don't have a direct email, you might consider doing some hunting on LinkedIn. Look for recruiters, operations staff, and hiring managers on LinkedIn and reach out with a private message letting them know about your recent application and asking for an introduction to whomever is sourcing for the role.
3. **Call the company.** It's worth a shot. You might consider getting someone on the phone. Before you inquire about your application status, however, make sure you're talking to the point person for the project.
4. **Attend a networking event.** Perhaps the organization is sponsoring or holding an event. Be sure to attend this event and make some contacts. These contacts just might turn into your advocates and help you get an interview later.
5. **Apply again.** It never hurts to apply again. It's possible that you merely slipped through the cracks and never got noticed by human eyes. If you try again, you might get some attention this time!

### Surviving the Interview Process

Perhaps you were invited in for an interview and now you're waiting for next steps. The overall recruitment process can be a long one; and it varies from company to

company. Sometimes it can be nerve-racking to undergo interview after interview and continue to wait for answers.

Most companies have a structured recruitment process, while others make it up as they go. The best thing you can do as a candidate is to go with it. Some companies are careful not to drag out the hiring process whereas others might not realize how stressful it can be from a candidate's point of view to interview again and again. Here's what a hiring model typically looks like:

### The Traditional Hiring Model

1. **Sift through resumes.** The hiring process usually starts with recruiters or hiring managers weeding through submissions. These submissions are usually funneled down to a select few that are most intriguing and carried on to step 2.
2. **Show interest.** Once a recruiter has decided to move forward with you based on your application and resume, he or she will likely email you or call you to let you know they're interested and schedule you for an initial interview. Remember, this communication is just as much of a test to your character as any other interview will be, so be alert and friendly!
3. **The phone screen.** The interview process usually starts with a phone screen. This screening is usually scheduled but is sometimes impromptu (and might be the same as step 2). The first interview is typically about deciding whether or not you're a good culture fit for the company. You might be asked about salary expectations in your initial interview so the organization can decide if you're the right *financial fit* too. You might also be asked some general technical questions to gauge your overall knowledge of certain technical skills. This first interview is often very informational for the candidate.
4. **The initial coding challenge.** Following the initial phone screen, they might send you a brief coding challenge to do from home and submit by a certain deadline. This can be anything from an independent online coding challenge to sharing your screen with the interviewer and solving an algorithm or two.
5. **The technical phone screen.** What typically follows is another phone screen where you're asked technical questions. This screening might be with the same person who evaluated you for culture fit, or with someone in a technical role. In this phone call, you'll likely be asked questions about processes, cycles, databases, algorithms, data structures, time/space complexity, or anything else technically related to the role.
6. **Onsite interview.** If all goes well, they'll usually invite you to their offices for an in person interview. This is typically where you'd meet your potential team and colleagues to show how you get along with everyone. That being said, this interview is behavioral *and* technical. In this round, they're not only surveying your technical knowledge, they're observing how you (behaviorally) respond to complicated technical questions and concepts; this could include anything from how you treat your interviewer to how you structure your thoughts. Remember, even if you blunder at the technical part, favorable behavior may help you reach the next round, regardless.

7. **Onsite technical interview.** This might be within the same day or session as step 6. In your onsite technical interview, you're usually asked to solve an algorithm on a whiteboard or computer. Sometimes you're given a choice.
8. **"Follow up" interview.** If you make it this far, your chances should be very good at this point. Following your onsite interviews, you might be asked for an additional phone screen or in person interview to discuss any further questions or concerns there are (these can be yours and theirs). You might be asked to negotiate salary and benefits in this round.
9. **The offer.** Congratulations! The job is yours if you want it! An offer can be given in a variety of ways: verbally, on paper, or via email. Remember, an offer is not a "take it or leave it" deal, and can be augmented to fit your specifications.
10. **The start date.** Depending on their schedule, some companies will ask you to start right away, while others might give you a start date far in the future. Some hiring managers will give you the option of choosing your start date; if this decision is put in your hands, be sure to pick a date where you can fully commit. Be sure to consider things like relocation and means of transportation when picking a start date for yourself. And be sure to keep your options open until you're physically sitting in the seat (or the role); while it's unfortunate, companies sometimes revoke offers due to budget or personal reasons.

### **So they're asking you back for *another* interview?**

Why haven't they made up their minds yet? Why is this process taking so long? How many more rounds are you going to endure? Sound familiar? Maybe. If you've been interviewing for a particular opportunity and it seems that a decision is nowhere in sight, you might be feeling a little frustrated. Here are some reasons why the process might be taking so long.

1. **They're new to hiring.** Perhaps they're a fairly new company and they have little to no experience with recruitment processes and onboarding. If this is the case, they might not realize how irregular their hiring model seems.
2. **They want you to talk to everyone.** Sometimes round robin style interviews take place in one day, whereas others require you to return again and again. Companies typically do this when they want to make sure they have everyone's approval before extending an offer. Perhaps you'll be working with a team and the hiring manager wants everyone on the team to interview you. Or perhaps several employees asked to be involved in the recruitment process, thus taking more interviews into the company's hiring model. This can be tiresome, but just go with it.
3. **They had a lot of applicants.** If they started off with a large pool of interviews and have slowly weeded the pool down to just a few candidates, it's possible you're going back for multiple interviews because it's taking quite some time for them to get through everyone and weed out the weak links. Just hang in there and keep your fingers crossed you'll make it to the final finish line! Just the fact that you've made it this far is a great sign!

4. **They're busy.** This is often the case when a company is hiring a lot of people at once and their recruiters are overwhelmed up to their eyeballs. This might also be the case if the company doesn't have a designated recruiter and the hiring process falls on someone who has an entire other job to do as well. Be patient with them and hang in there!
5. **They're testing you.** They might be dragging the interview process out as a way to test how serious you are about the role. Continue to show persistence and you'll prove to them that you're the right choice for the job.
6. **They really are unsure.** It stings to hear, but sometimes organizations will drag out the process for as long as it takes to get all their questions answered and their doubts resolved. The bright side is that you're still in the running and can still pull through! Keep your head up high, remain an open book, and hope for the best!

**In this chapter, we learned:**

- All about why we hear nothing after we apply
- How to get an answer when all you've gotten is silence
- Leaping through the hiring model and surviving the wait

## **Chapter 14: Negotiating**

**In this chapter, you will be provided with:**

- Tips for handling the subject of negotiating your salary
- Key considerations when developing your must-have baseline
- Strategies for managing salary requirements at different stages of the interviewing process
- How to ensure you project confidence throughout the process

Salary negotiation is always a tricky subject. People are concerned about being perceived as ungrateful or unreasonable when they consider negotiating. They don't know how to broach the subject or are concerned that they will somehow shoot themselves in the foot.

The truth is that negotiation is a perfectly normal part of the hiring process. The hiring manager will expect you to inquire about financial compensation and will likely be surprised if you do not attempt to make some sort of counter to the initial offer.

The most important thing that you can do prior to negotiating a suitable salary or total compensation package that works for you, is to be *prepared*!

### **KNOW YOUR BASELINE SALARY**

What does that mean? You should have all of your monthly expenses written in front of you. List: housing, utilities, car payments, insurance, gas, cell phone, cable, food, loan repayment, and anything else that you are responsible to pay per month. Make sure that you include miscellaneous items such as; movies, eating out, video games, travel, date money, and so on. Lastly, do not forget your savings! This is important if you plan to save a set dollar amount each month.

Once you have a complete list, figure out how much money you will need to make per month in order to meet your budget and live comfortably. Multiply that by 12 and you have the baseline salary you require. If you're still worried about being low-balled even if you have your desired number, it's a good idea to keep the number to yourself and provide a range that allows some flexibility for yourself and the employer regarding pay.

### **IDENTIFY THE EXTRAS**

Compensation is made of more than your salary. It also includes health, dental and vision insurance, 401k's, company shares, sick time, vacation time, flex time, remote work, gym memberships, catered food, and other company perks. Know what is important to you from the list above. If the pay were 8k less than you would like, could you trade that for the ability to work from home 25% of the time? Ask those questions and make note of the answers.

### **DO YOUR RESEARCH**

You are very likely applying to between 1 to 3 different job title classifications, all very similar in nature. Before you walk into your first interview, do some research. By the time you say your first hello, you should have an idea of the average pay scale for the role you are applying to based on the industry and city you live in. This does not mean that you will mention money during an initial meeting, but it's good to be armed with this information in case you are asked what salary you are seeking. It's normal for a hiring manager to ask about salary in the first screening. After all, if you were a hiring manager, would you want to wait until the fifth interview to learn that your candidate wants 30K more than you can afford to pay, or would you rather find that out in the first round, saving you time and money?

Look on site like Glassdoor.com, Payscale.com, Indeed.com, Careeronestop.org, and Livecareer.com. Flip through guides such as Robert Half's Salary Guides. Look for trends in the industry. If three or more sites list the average salary as being 65k -90k, that gives you a foundation. If your baseline salary requirement is 70k, you should feel



somewhat confident in your ability to achieve that and possibly a bit more. On the other hand, if the salary range is listed as 45k-70k, you might have some cause for concern. It will be far more difficult to swing the pendulum in your direction during a negotiation, especially if they start at a number like 55k in the middle of the scale. This is still far below your minimum requirement.

Keep in mind, however, the variance in salaries from city to city and how cost of living averages in various parts of the country may affect salary ranges.

Another resource for finding information on pay, involves reaching out to recruiters. Do not be afraid to call and ask the average pay someone with your background can expect to receive for X, Y, or Z position. If they are shy about giving a definitive number, then ask for a range. Also be sure to inquire about differences in pay between small, medium and large businesses.

### **INTERVIEW DISCLOSURE**

When asked to disclose your salary requirements during an interview you have a few different responses available:

**Redirect** - I would like to know more about the position prior to discussing salary. Can you please tell me more about the responsibilities?

**Reposition** - The industry standard in this city for someone with my background is between X and Z. Is this range reflective of the salary opportunity at this company? As it stands now, what has been budgeted for this position?

**Inquire** - Based on my background and the significant alignment between my skill sets and those required for the position what do you think is fair? Based on what the responsibilities are, what do you feel is a fair range for someone of my skill set?

**Cross Reference** - Based on the history of this position, where do you see the salary g for a candidate like myself? What criteria will be used to make that determination? Has anyone ever hired into this role before, in what range was his or her starting salary?

**Semi Specific** - I am seeking a position that will allow me to come in at the upper middle range of the industry standard.

**Come Clean** - I would love to find a position that will pay 80k. (Give them some room to negotiate down to the 70k that you were seeking.) I am open to negotiation and will consider any reasonable offer, including perks, such as remote work and flex time.

### **QUESTIONS ABOUT YOUR PREVIOUS SALARY**

This is another tricky area. If your prior salary was significantly lower, do not lie.

There are ways for them to follow up. You never want to cast a shadow as to your trustworthiness. If providing a specific number puts you ill at ease, give them the salary range for the position. If you feel good about this, you could be more specific by identifying if you were in the upper middle or towards in the highest end of the range. Emphasize the difference in the two positions, as well as your expertise and background as it relates to the job at hand. You are worth every penny. Stand firm and confident in that assertion. Keep in mind, they feel the same way, or they would not be interviewing you.

## **POST INTERVIEW NEGOTIATION**

Once offered a job, then you have just entered into a power shift. If you have been offered the job, it is because they recognize that you are the best fit for the position and the company. They have invested a lot of money to find you and they want to bring you onboard happy, productive, and reliable for the next several years. If you aren't comfortable with the range you gave in an earlier conversation (before being offered the role), ask to revisit the salary discussions.

## **NEGOTIATE WITH CONFIDENCE**

- ✓ Learn about the company. Are they in a growth phase? Have they recently received funding for any key projects? What is the financial outlook for the company? Do your research.
- ✓ You are valuable! They need you. If the number they offered is not something that you can be excited about, then ask for what you want.
- ✓ Add 7-10k on top of what you really want. Give them a place to negotiate down from. Remember that whatever number you give them, they are going to try and work you down.
- ✓ Inquire about alternate compensation. Find out about the 401K, if the company offers shares, or if there are any special perks associated with being employed by the company. Can you negotiate your hours? Will they pay for your cell phone or a new laptop? Will they cover continuing education? Can you negotiate vacation time? Ask them what all is on the table when it comes to considering options.
- ✓ If the employer is stuck at 66k and you need 70k, request a review in six months to discuss potential for a salary bump to 70k based on your achievements.
- ✓ If the offer is subpar and has no room for negotiation, thank them for their time and consideration and be prepared to walk away if you choose.

**In this chapter, we learned:**

- How to effectively manage a salary negotiation

**In this chapter, you will be provided with:**

- Best practices for crafting success in your new job

Starting a new job can be simultaneously exciting and terrifying. Now that you have been given this great opportunity, you want to make this experience a success.

**HARD WORK**

We all know that working hard and being nice is the key to success. In a work setting, this means putting in the extra time if the job calls for it and generally being the kind of person that you would want to be paired with on a project. Follow the tips below and be on your way to success in the workplace.

- Be positive. Attitude is everything. People will remember your attitude longer than the actual work you did. So make that memory a good one.
- Be approachable and remember body language. Make sure that you are not closed off. Try not to burrow yourself away or create a work environment around you that would give the impression that you are not interested in communicating with colleagues.
- Be coachable. Nothing makes an impression like someone who is willing to take feedback and grow from it.
- Get to know and learn from senior people in your department. They're senior for a reason.
- Be curious. Use your resources and ask smart questions and seek methods to innovate and improve where possible.
- When you are at work, be at work. Unless it is part of your job, do not continually check or respond to personal messages and social media.
- Now that you have the job, still monitor your social media. Do not post anything that you would feel uncomfortable with your boss seeing.
- Build a strategy for success. Set goals for yourself and share them with your supervisor. Keep track of your accomplishments so that you are ready to speak to them when the time comes (i.e. reviews).
- Create a 30-day plan to get yourself up to speed with the rest of your team or department. Perhaps ask if you can shadow more senior members on your team.
- Practice active listening.
- Get to know people by listening. Identify their needs and employ what you learn to build positive relationships.
- Be aware of the politics in your department and company. Are there certain

processes for doing things that, while unofficial, are expected and looked down upon if ignored.

- Seek mentors. Identify one or two people in your organization or within a similar organization, whose contributions you respect and would like to emulate. Build a relationship with them. Seek their feedback and ask if they would be open to a mentoring relationship.
- Check in with your supervisor from quarterly to get a gauge of how you are doing.
- Seek continuing education opportunities offered through your organization or opportunities outside of your organization that your company will provide funding for.
- Never stop learning new technologies and stay on top of developments in your industry.
- Bring ideas to your manager.
- Mistakes are going to happen. Learn from them so that you do not have to repeat the same one twice and move on quickly.
- Go the extra mile.
- Volunteer for projects.
- Be on time.

**In this chapter, we learned:**

- The tips and tricks to success within your new job. Now go out there and make magic happen.

## **Final Thoughts**

In all walks of life, the first step is often the most difficult, and although getting into this field for the first time may seem scary and daunting, as you continue to learn and get better, things will only get better and better for you, especially if this is something you're very passionate about.

Thanks for working hard and for giving us the opportunity to be part of your lives.

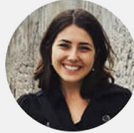
Good luck on all of your future endeavors and, again, please keep us in the loop with how you're doing. As we have events for alumni, we'll also keep you in the loop so that you can come back and visit us.

We sincerely hope you've found this guide to be helpful and wish you the best of luck in your future endeavors. Please keep this guide and refer back to it as your progress in your career.

Thank you and best of luck!

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To Our Alumni,

Here at Coding Dojo, we strive to impact lives and create career opportunities. With the right skills, mindset, and tools, anyone can kickstart a career in coding. We understand that building a career is a life long process, which is why we are offering you this book as a supplement to the work you will do with your career advisor, teachers, mentors, and coaches. Use this book as a guide to keep you fresh and keep you learning.

Applying for jobs is hard and getting rejected is even harder. We understand it's hard and we feel for you. This text and our team are here to support you every step of the way.

Continue to learn, be active in your job process, see every interview as a learning opportunity as well as an employment opportunity, and most importantly, have a positive attitude. We believe in you. We believe that you will be a great developer. As you go through this journey, please know that our entire team is here to help you.

And most importantly, when things go well and you reach your goals, take a moment to celebrate you.

Thank you for letting us be part of your journey and for wanting to learn.

Warmest Regards,  
Your Coding Dojo Team



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