## **Getting started with applications**

Up to now, we’ve focused on laying the groundwork that will help you to find a technical internship and launch a career as a software engineer. Now it’s time to move on to applications!

### **What’s the best approach for success?**

There are hundreds of technical internships available, and applications often need to adhere to a set process and timeframe. One common mistake we see is that students apply either too late or with too few companies. You should apply as early as you can and to a broad range of organizations.

However, remember that tailored, quality applications have a far better chance of success.

**The best approach is a balancing act:**

* Start the search early
* Cast the net wide
* Apply to as many companies as you have the time and energy to do well

#### **1. Start the search early**

The recruiting season for summer internships kicks off in August/September of the previous year, and many of the larger companies finish their recruiting by November/December.

This means that if you’re interested in an internship in Summer 2022, you should start applying in August/September 2021 (October at the latest). Of course, if you are able to get an earlier start, you should!

#### **2. Cast the net wide**

Internship applications are definitely a numbers game.

Some students report applying to *100 different companies* for summer software engineering internship positions. Of those 100 applications, it’s not uncommon to only get a phone interview for 8-10 roles and then for just half of those conversations (4-5) to lead to an on-site meeting.

The application process can be disheartening and you may not hear back from over half of the companies you apply to. Unfortunately, this is normal as many companies don’t have the bandwidth to reply to every single candidate.

The important thing is not to give up, and to recognize that this is how the process works. Focus on controlling your inputs and preparing as many quality applications as you can.

#### **3. Apply to as many companies as you have the time and energy to do well**

Of course, you have a much better chance of securing some good options if you submit high quality applications to as many opportunities as possible (balancing your time and energy).

The more things you can check off from the list below, the higher quality your application will be:

* Tailored your resume to their job description
* Tailored a cover letter (or similar statement required) to the company/role. More detail on this later!
* Have a referral submitted on your behalf at the company
* Have made contact with someone at the company who knows you have applied
* Have clearly communicated your interest in the company or role within your application

In next week’s material we will take you through how to get started with your search.