



Expediting a Successful Search

10 Tips for Employing Multiple Strategies

1 Choose and groom your references

- Consult with each of your references by phone or in person. Provide each with a copy of your résumé and discuss the types of companies and positions you are seeking.
- Ask for insight and advice.
- Ensure that you are all on the same page about the value you bring to the table.

2 Create a list of target companies

- Consider the geographic areas, industries, products/services, and company size.
- Use the telephone yellow pages; Chamber of Commerce and Economic Development Office directories; do a Google search and solicit recommendations from your network.
- Develop a list of 30-40 companies to target.

3 Choose job sites to include in your search

- Use one "job board aggregator" such as Indeed.com or SimplyHired.com
- Tap one specialty job board, such as LinkUp.com, which only sources jobs featured on company websites
- Select one or two sites that are specific to your industry and/or profession. Google job titles to cull a list and check professional associations.
- Post your résumé on specialty boards (include only a phone number, city and state, and email for your contact information).

4 Use LinkedIn

- Search for job postings; people in your industry/profession; recruiters; companies on your target list.
- Read and apply the strategies in the book "I'm On LinkedIn...Now What?" by Jason Alba.

5 Research and gather information about your target companies

- Visit target company websites to learn about their products and services, culture, and hiring process. Read the news items.
- Talk to your network to see if they know anything about the company or know anyone who might; ask for referrals.
- Google the company; create Google Alerts for companies on your target list.
- Read reviews and get insider information from Glassdoor.com and ZoomInfo.

6 Attend networking events

- Chamber of Commerce business card exchanges; "lunch and learn" programs; professional association gatherings.

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Focus

- Employers specify in the job announcement the skills and experience they are seeking. Don't waste your and their time by applying for things you "can do"- match jobs to what you have done

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Identify the key decision makers

- Google their names and learn about them. Look them up on LinkedIn and read their profile. Tap your network to leverage an introduction. Explore their needs and their company's needs.

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Customize

- Learn as much as possible about the company and the job before you apply. Customize your cover letter to the company and/or individual recipient. Show how your qualifications and experience relate to the company needs.

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Follow-up

- Track where and when you submitted a résumé; follow-up on every contact.
- Send thank you notes after every interview (this goes for networking interviews as well as actual job interviews.
- Own your search; employers are inundated with resumes; make an effort to stand out.