

# Get Hired:

130+ Tips  
for Job Seekers  
From the Experts

**EXPERT ADVICE**

**Recruiter**<sup>®</sup>

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## THE BASICS

Introduction.....	3
Is It Time to Find a New Job? 9 Signs the Answers Is 'Yes' .....	4
Recruiting Secrets: 7 Things Job Seekers Should Know About Recruiting and Hiring .....	7
8 Red Flags That Will Kill Your Chances of Landing a Job .....	9
10 Skills and Qualities That Employers Want to See in Candidates.....	11

## RESUMES AND COVER LETTERS

9 Ways to Make Your Cover Letter Stand Out .....	14
6 Resume Tips You Haven't Heard Yet .....	17
10 Mistakes You're Probably Making on Your Resume Interviews.....	20
7 Ways to Ace a Peer Interview .....	23
7 Tips for Dealing With Hostile Interviewers .....	26
9 Questions You Should Always Ask a Potential Employer.....	28
6 Things You Should Know Before Your Next Interview .....	31

## SOCIAL MEDIA AND TECH

6 Great Tech Tools for Job Seekers .....	33
9 Social Media Tips for Job Seekers.....	35

## UNEMPLOYMENT

6 Professional Development Resources for Unemployed Job Seekers.....	38
5 Ways to Stay Motivated When the Job Search Gets Tough .....	40

## WHERE TO LOOK FOR A JOB

6 Unlikely Ways to find a Job .....	42
8 Ways to Knock Your Next Job Fair Out of the Park.....	44

The average job search takes about six weeks<sup>1</sup> – which, for most of us, is about six weeks too long

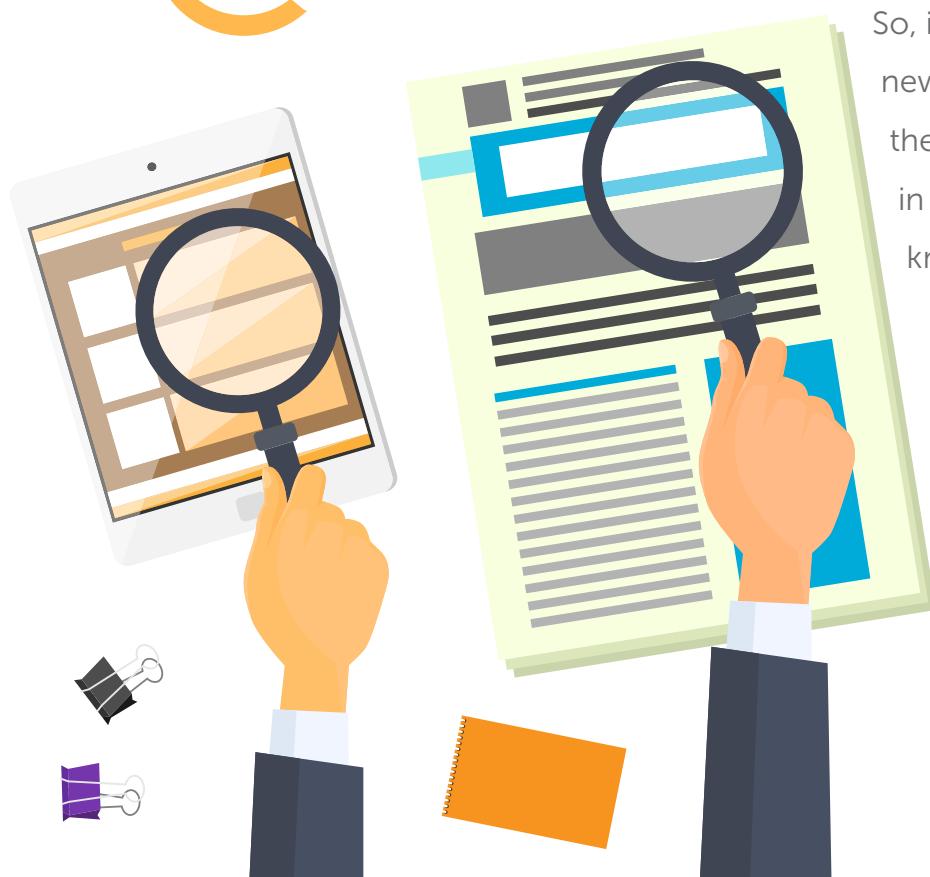
## We want that darn job now.

And who can blame us? There are bills to pay, mouths to feed, and career moves to be made. Few, if any of us, have time for lengthy job searches.

Of course, it's not just the length of the job search itself that's a hassle. Timelines aside, the actual process of finding a job can be a massive pain in and of itself. Writing resumes and cover letters, finding openings, sending applications, acing interviews:

## Every step of the job hunt has its own challenges.

We at Recruiter.com are here to help, which is why we've compiled this book of 130+ job search tips. We asked the experts for their insights on everything from penning the perfect cover letter to emerging victorious from a meeting with a hostile interviewer.



So, if you're currently on the hunt for a new job – or you're planning to go on the hunt someday – then dive right in and learn everything you need to know about succeeding in your search.

<sup>1</sup><http://time.com/money/4053899/how-long-it-takes-to-get-hired/>

# Is It Time to Find a New Job? 9 Signs the Answer Is 'Yes'



## 1. When the Fear of Staying Outweighs the Fear of Leaving

You'll know it's time to find a new job when the fear of staying put outweighs the fear of leaving. It can be daunting to find a new job, and often, it's easier to just accept the parts of your job that aren't working, whether that's a bad manager, long hours, or a toxic work environment. You'll know you hit this threshold when your work begins to interfere with your life.

You'll end up constantly thinking about how unhappy, stressed, or frustrated you are. You'll stop doing the things you love. You may also feel physical symptoms like chronic fatigue, a sinking feeling in your stomach, or a tightness in your chest when you think about work. But it may also take the form of a quiet whisper from your gut or intuition telling you that things are not likely to get any better.

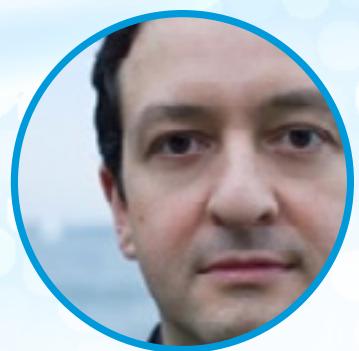
When you tune in to your physical sensations and feelings, you can easily discern when it's time to move on. It's a very similar process to deciding it's time to move on from a relationship that is no longer working. At some point, the hope and possibility of something better outweighs the status quo, and you're ready to leap.

— Amanda Sowadski, Women's Leadership Coaching

## 2. When There's No Work for You to Do

I see this particularly in large companies at the start of a downturn or some major internal strategy shift. The work simply dries up. Though it may sound like a dream come true (no work; still collecting a pay check), the problem is if you're not working, you're also not developing – and if you're not developing, you aren't fully attending to your professional and personal future. You need to find a new opportunity that provides you with exactly that: opportunity.

— Alex Twersky, Resume Deli



## 3. When You Put Someone Else in Your Shoes

If you're plagued doubt over whether or not you should leave your job, there is a simple thought exercise you can employ to help you decide.

Imagine a friend – your best friend – in your position. Would you be happy for them? Would they be enjoying themselves? Would the work they'd be doing improve their life and give them satisfaction?

If the answer to these questions isn't positive, it's a good sign you should start looking for a new job. It's very difficult to think objectively about your own choices, but when you view it from an outside perspective, it becomes clearer. If you wouldn't want a friend to be in your position, then you should't allow yourself to be in it, either.

— Matthew Griffin, Job Pact



## 4. When Your Career Starts to Stagnate

Employees in their 30s are likely established in their careers, but they may be finding they are not growing as quickly as they had hoped or are not as satisfied as they imagined they would be in their professions. A feeling of stagnation can prompt workers to think about their professional development and whether other careers might offer clearer paths to growth.

With professionals less likely to feel locked into specific career paths and the average person remaining in the workforce much longer, it's not surprising that working adults are branching out and exploring many different professional opportunities. With technology evolving and changing the way we do business and an ever-expanding job market, we anticipate that this trend will only grow stronger.

— Ruth Veloria, University of Phoenix

## 5. When You Start Feeling Physically Sick

The most important signal that you need a new job is when you realize your current job is making you sick. If the end of the weekend comes with anticipatory nausea, dread, and headaches, it's probably time to get out. Job-related sickness can result from the physical environment or from the workplace culture. If either of these are draining your health, get your resume ready and start looking elsewhere.

— Karen Southall Watts, Karen Southall Watts Consulting



## 6. When the Cuts Start Coming

One major sign that it's time to find a new job is when funding has been cut and you don't have the same resources. If your budget has been reduced and it negatively impacts the work you and your team can produce, it may be time to start looking.

Another sign is if staff has been reduced and more layoffs are expected – especially if the company is not replacing departing colleagues and has saddled you with an increased workload instead. If you've been told your additional responsibilities won't come with more pay or a promotion, then it's definitely time to go.

— Julia Bonem, Resume Strategists, Inc.





## 7. When You Feel Too Comfortable at Work

If you find you're no longer being challenged and you're starting to watch the clock – or you feel burnt out by the volume of work, but you're not gaining knowledge and skills that will take you upward in the company – then it's time to find a new opportunity. Too often, people get into a rut or grow too comfortable. That can be career suicide.

– Mike McRitchie, [MikeMcRitchie.com](http://MikeMcRitchie.com)



## 8. When Your Relationship With Your Boss Goes South

If you've always had a fabulous working/personal relationship with your boss, but you sense a shift in your boss's leadership, that's a major red flag. If the relationship is deteriorating and you feel like you are losing your support system, confidant, and advocate within the organization, then it may be time to move on.

– Jayne Mattson, Keystone Associates

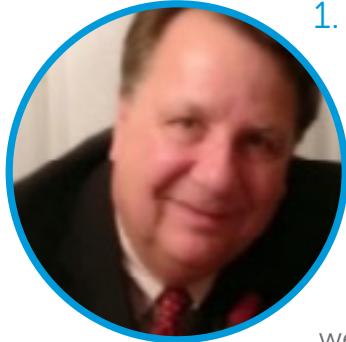


## 9. When You Feel Undervalued

Everyone is looking to work for a company where they are appreciated for their contributions. It's a big part of job satisfaction. Once that no longer exists, it's very hard to stay where you are.

– Michele Mavi, Atrium Staffing

# Recruiting Secrets: 7 Things Job Seekers Should Know About Recruiting and Hiring



## 1. You Have to Give Recruiters a Reason to Hire You

What is always comical to me as a recruiter and former corporate manager is the misconception applicants have about being interviewed or hired. So often, I hear things like, "No one is hiring. I interviewed everywhere and no one is hiring."

No, they are hiring – just not hiring you! Do you really think companies would devote the money and manpower to looking for qualified applicants if they weren't going to hire them? Kind of stupid when you think about it, isn't it?

What recruiters want is for you to demonstrate to them a reason to hire you. They need to hire someone, they want to hire someone – why can't it be you? Give them a reason. Help them do their job! Do or say something to give them a reason to want you.

— Mike Smith, Salescoaching1

## 2. Recruiters Don't Work for You

The No. 1 thing individuals need to know about third-party recruiters is that you are not their client – the company/employer is. The better you make them look to their clients by preparing for your interviews and exuding professionalism throughout the process, the more willing they will be to send your application to their other clients.

Even if you don't get hired for the first job they recommend you to, they will be more than happy to recommend you for future positions. They don't work for you, but recruiters can be invaluable in your job search process if you treat them well and impress their clients!

— Leila Hock, Alignment Coaching



## 3. Listen to What a Recruiter Is Telling You

Job seekers should respect the advice they receive from recruiters. When they tell you it's not a fit, that's because they know it's not a fit. A good recruiter knows the client and understands what they are looking for in terms of skills and company culture. Know when to stop selling yourself and listen to the recruiter.

— Tricia Lucas, Lucas Select





## 4. Recruiters Pay Attention to Everything You Do

As recruiters, our main job function is to select and discern top talent. We are looking at everything candidates say, do, and respond to in order to determine whether they are the right fit for our customer.

It's important for recruiters to create and maintain long-term relationships with customers, and we will only submit candidates whom we think are in it for the long haul. We make judgements quickly because in this industry, we have to. We've learned that giving candidates the benefit of the doubt never works.

— Kathleen Steffey, Naviga Recruiting & Executive Search



## 5. It's a Good Idea to Keep Recruiters Informed

Job seekers should stay in close contact with recruiters when they have other interviews or may be getting close to the offer stage. Keeping recruiters in the know enables them to put a sense of urgency on their clients to move forward in the process before you go off the market.

— Heather Tarrillion, Addison Group



## 6. Know When to Give Up

If you don't hear back from a recruiter and follow up one or two times and still don't hear back, you didn't get the job. They have been too focused on stronger candidates, so don't hold your breath for a call back.

— Alysse Metzler, Recruiting Snitch

## 7. Make Sure You Address That Red Flag

If there's a red flag on your resume you think a recruiter should know about, it's in your best interest to share it with them. They'll be asked about those red flags in situations where you're not there to respond, so give them what they need to present you in a positive light. If you're not forthcoming about gaps in your resume or why you were let go from a company, you may be passed on.

— Amber M. Weinberg, Betts Recruiting



# 8 Red Flags That Will Kill Your Chances of Landing a Job



## 1. Excessive Job Hopping

Candidates who have changed employers three or more times in the last 3-4 years will likely be seen as job hoppers and eliminated from the hiring process, unless there is a clear and favorable explanation, such as job loss due to downsizing, accepting a higher-level position, receiving better compensation, improved working conditions, or some other favorable explanation.

— Steven Lindner, The WorkPlace Group



## 2. A Lifeless Resume

The Constitution is referred to as a 'living document' because it is open to constant change — your resume needs to be, too. Every time you apply to a job, make sure to amend your resume according to the particular job to which you are applying. Tailor it. Make sure to at least change up your "objective" or "summary" section. If these sections aren't specific to the job to which you are applying, it's a quick way to kill your chances.

— Miles Jennings, Recruiter.com



## 3. A Lack of Product Knowledge

If a candidate gets to the interview and hasn't even signed up on our platform, I know they have no particular interest in what we're doing.

— Giovanni Casinelli, BonAppatour



## 4. No Follow-Up

Follow-up after a phone interview or onsite interview is critical. A thank-you note is a classy touch. It shows employers you care, it shows professionalism and maturity, and most of all, it shows how you will present yourself if they hire you. Follow-up is everything.

— Shane Bernstein, Q



## 5. Misspelling the Company's Name

If a candidate spells our company name wrong in an introductory email or cover letter, we automatically tag them as 'No.'

— Jen Salamandick, Kick Point

## 6. Lateness

Arriving late, walking in with a cup of Starbucks – blaming traffic or getting lost. If you aren't savvy enough to plan your route, check out traffic ahead of time, and drink your coffee before you get to the interview, you are probably applying for the wrong job.

— Diane Gottsman, Etiquette Expert



## 7. A Poor Grasp of Writing Conventions

When a candidate has typos or misspellings on their resume or application, they are knocked out of the running immediately. If they won't take care to proofread their own resume, we cannot trust them to be diligent and attentive with our clients' books.

— Courtney Barbee, The Bookkeeper

## 8. An Inaccurate Resume

The most obvious mistake is including inaccurate information on your resume or LinkedIn profile. A less obvious, but related, misstep that many people make is using an address on their resume that is not correct. It seems harmless to include an address from another state where you wish to move, but if you start off by telling the employer something untrue, what else can they expect from you? Be honest from the start.

— Angela Copeland, Copeland Coaching



# 10 Skills and Qualities That Employers Want to See in Candidates



## 1. Interest

The most important consideration for me when hiring is the candidate's interest. More than anything, you want to hire an employee who can stay motivated to grow and adapt to the position. But motivation is very difficult to judge in an interview. Interest, however, is a great indicator that a candidate will stay motivated. And interest is very easy to evaluate. That's why I love to ask the old interview question: 'Do you have any questions for me?' The questions they ask are a better indicator of their interest than practically any other step of the job application process.

— Marc Prosser, Fit Small Business



## 2. Alignment With Our Core Values

No matter the position, we hire the same way. We look for people who exhibit our core values — people who are passionate, dependable, adaptable, helpful, resilient, and who communicate well. Your values will look different, but the importance remains the same. If you only hire people that embody the key attributes that your company values, you can't go wrong.

— Miles Jennings, Recruiter.com



## 3. People Skills

There is virtually no role in any company where a little bit of each of the following skills isn't imperative: people skills, conflict resolution, and problem solving. Without these three skills, it's difficult for an employee to function as an effective part of a team.

— John Jersin, Connectifier

## 4. The Ability to Multitask

I look for the ability to multitask above all other skills, and I ask for demonstrable examples where this skill has been used to achieve success. People who are easily flustered can shift the energy in an organization and will definitely impact the dynamics of a small team. The ability to work on several tasks in a calm manner is essential to success.

— Andrea Berkman Donlon, The Constant Professional





## 5. Emotional Intelligence

Emotional intelligence (EI) includes self-management and self-awareness. It is the ability to be aware of your emotions and manage your behavior. EI also includes social competence, which is the ability to understand other people's moods, behaviors, and motives in order to improve the quality of your relationships. If a candidate can manage themselves, stay cool under pressure, and understand how they are with others, then chances for success are high.

— Jay Candelario, Candelario Insurance Advisors



## 6. Attitude

I can't fix a bad attitude, and a bad attitude is also infectious. I was once told the when you sit across from a candidate, you should ask yourself, 'What is their attitude, and do I want others catching it?' To uncover a candidate's attitude, try to get them into a comfortable environment, not the traditional behind-the-desk interview. Go to a patio and have lunch or coffee. Put them in a relaxed environment, and you will be surprised what comes out.

— Roy Barker, Moore Diversified Services



## 7. The "Get Sh\*t Done" Gene

I look for one thing in a manager that I call the 'get sh\*t done' gene, or the 'get 'er done' gene. This is an extremely rare commodity that is practically as unobtainium as common sense. It is the difference between a manager who sits quietly at their desk waiting to be micromanaged, or who puts all of their talent into avoiding the wheel of blame, and a manager who is able to do their job — which is getting sh\*t done. One tests for this by giving the candidate situations and asking how they would handle them. If the answer includes the word 'communication,' I probably have a manager on my hands.

— Alan Robbins , Moose WorldWide Digital



## 8. Intelligence

What matters the most to me when hiring is intelligence. I realize that's a quality. As a skill, it manifests as knowledge, the ability to apply that knowledge and learn more, and the ability to solve problems. When I hire a new employee, they must be smarter than I am — if not in all ways, then at least in all ways related to their area of expertise. I firmly believe that if I'm the smartest person in my company, then I'm in trouble.

— J. Colin Petersen, J – I.T. Outsource



## 9. Will

Will over skill! Will is the soft 'skill' that aligns with a personal affective nature. It is what motivates a person to take action — or not. With 20 years' experience coaching small business owners and recruiting in corporate America, I know that 'will' cannot be taught. If I find an individual that is missing some of the hard skills, I can teach them those skills. But no amount of education or training will teach someone to 'want to' do the job and do it well. That comes from inside of them.

— Lisa Baker-King , Zebecs



## 10. Coachability

When it comes down to the final few candidates, it matters less what the skill sets are. If the candidate is unwilling to learn and be coached, then they are not a good fit for the company. If the candidate is coachable, that will tip the process in their favor. Missing skills can be taught and improved upon.

In addition, a candidate that has been coached tends to have a greater loyalty to the company that has brought them up and taught them the skills that they need. The company is also more likely to promote someone who has been coached and has proven that they can grow, adapt, and succeed.

— Jennifer Maffei, Virtual EA Services, LLC

# 9 Ways to Make Your Cover Letter Stand Out



## 1. Summarize Your Key Qualifications

Summarize your key qualifications as they apply to the specific position. Aim for no more than one or two clear sentences about the contributions you can make to the employer based on your experience, skills, education, or expertise. Your opening summary is the hook that entices employers to read more.

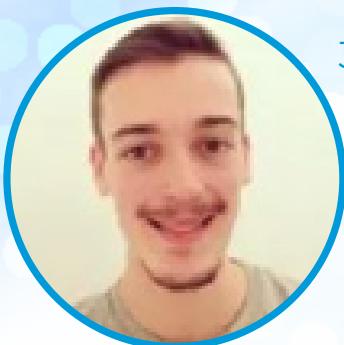
— Dianna Booher, Booher Research Institute



## 2. Be Wary of Templates

Use cover letter templates with extreme caution. Make sure your final version has enough of you in it to not sound like you just pulled a random template from Google in a three-minute search!

— Kristen Steele, Bookmasters



## 3. Don't Make It Too Long

Cover letters are short and sweet. Read it yourself. If it takes more than a minute or two, it's too long.

— Sam Cameron, allude.to



## 4. Focus on the Employer, Not Yourself

The best cover letters focus on the needs of the employer. If you can prove to them that you can save them money, make them money, or solve problems, they will definitely be more interested in you. Plus, you only need to prove one of the three to make an impact. Not sure how to do this? Research the company ahead of time to see how you fit in.

— Donna Shannon, Personal Touch Career Services



## 5. Write It 'Pyramid Style'

Include the most important information toward the top. The employer probably has several applications to look at, so if they only read part of your cover letter, ensure that they at least read the best part.

— Ryan Naylor, LocalWork.com



## 6. Address It to a Person

Gone are the days when "Dear Sir or Madam" was acceptable. Do your research. Look up the hiring manager or recruiter on LinkedIn and do your best to decipher who your application is going to so you can address them by name.

— Mary Beth Ferrante, Mary Beth Ferrante Coaching



## 7. Customize Your Cover Letters

Do not use the same cover letter for every application. Make sure you customize each one separately for each job you are applying for. That is all the employer wants to read about: How you will be of value to their company and this position.

— Lynda McKay, Bagnall

## 8. Incorporate Hard Data

In my experience receiving hundreds of cover letters, I appreciate those that truly distinguish the candidate by using a mix of creativity and intelligence. It's so easy to tell when someone is using a form letter that they grabbed off the Internet. When job seekers take the time to think about what is relevant to me as an employer, I notice. I don't want to see a bunch of random facts that aren't relevant to my company. I want a concise description that shows me some skills that are directly related to the job. If you throw in a few statistics or hard numbers that you can back up, even better. This shows me that you can provide real solutions to real problems.

— Brandon Schroth, seoWorks





## 9. Don't Repeat Your Resume

An important tip that I share with my career coaching clients is to not regurgitate the information that is on your resume in your cover letter. Cover letters serve as an introduction to you as a candidate and are often read prior to glancing at your resume. Because of this, it's important to make your cover letter intriguing and distinctly different from the information you include on a resume.

I always say resumes are for skills and cover letters are for showcasing and storytelling. On a resume, you highlight the skills that you have that make you a viable candidate for a position. However, in a cover letter, you are showcasing how those skills have equipped you to carry out the functions of the job you are applying for. Storytelling on a cover letter is a great way to paint a picture in the hiring manager's mind of why you are the best candidate for the job.

— Brittany King, My Career in Gear

# 6 Resume Tips You Haven't Heard Yet



## 1. Incorporate the Right Keywords

Many job hunters are not aware of the fact that most resumes are now scanned into databases before they are ever seen by real people. In order to find their ideal candidates, recruiters use keywords to search for individuals who have relevant skill sets.

Your resume needs to include the keywords that recruiters are likely to use in their searches. To figure out what these keywords are, analyze several job postings in your field. Develop a list of commonly used keywords from these postings, and then incorporate those keywords into your resume under the "core competencies" section.

Having the right terms on your resume increases the chances of your resume being selected for further review.

— Cheryl E. Palmer, Call to Career



## 2. Focus on Results, Not Responsibilities

The most effective resumes contain information related to results. Saying you've designed a successful benefits program is vague. Saying that you've designed a benefits program that saved the company \$1.5 million over three years while maintaining a 90 percent employee approval rating tells me that you are as strategic as you are tactical. A sales resume indicating several years of sales experience is okay, but as we know, it could have been one year of bad sales experience repeated several times. I need to know what you accomplished and how you contributed to the company's bottom line.

— Trish O'Brien, Caliper



## 3. Skip the Microsoft Word Templates

At new student orientation, I often ask the students who have template resumes to raise their hands. When they do, I tell them, "Great, now throw it out!"

The ease and speed with which you can create a template version of your resume is a great indication of the lack of quality of such a resume. Even worse, hiring managers see dozens of template resumes every day, so even if you include great content on your resume, chances are it will not stand out.

Everything of value takes time to accomplish. There are some excellent books and resources that can help you create a winning resume that is original, authentic, and reflective of your personal brand. I recommend *Knock 'em Dead Resumes* by Martin Yate.

— Chaim Shapiro, Touro College



## 4. Know What to Include — and What Not To

The most common question I get is some variation of, "Should I put this on my resume?" or "Should I remove this from my resume?" I have a three-pronged philosophy when it comes to what to include on your resume. If you can make an item – be it academic, professional, philanthropic, or otherwise – relevant, valuable, and visually comfortable, then you've got a pretty good case for including it in your document.

If an experience is not directly related to what you're applying for, can you make it relevant by discussing pertinent skills? Even if you are listing a job that is directly related, are you making it valuable by discussing how well you did that job and backing up with numbers? If you have a relevant and valuable experience, are you organizing it in a visually comfortable way that is easy to skim?

— Mashaal Ahmed, DC Career Coach

## 5. Look Forward

The fundamental problem with resumes is that they look backward, not forward.

Use these questions to create a resume to get where you want to go:



1. What kind of opportunities do you want? Your resume needs to be a sales tool to attract those opportunities.
2. What are the key factors for success in your desired job? What do you need to demonstrate to be competitive?
3. What specific skills and accomplishments can you highlight to prove your readiness to succeed?

For many job seekers, preparing a resume is a painful process. They fret about reciting past job successes and anguish over failures. If you hit writer's block, ask a coworker, colleague, family member, or friend to listen to you as you answer these questions and take notes for you. Get feedback about whether your responses are convincing and what you can do to strengthen them.

— Don Maruska, Take Charge of Your Talent



## 6. Replace 'Objectives' With 'Summaries'

One of the biggest mistakes we see – and one that can be easily corrected – is the use of an objective statement. Objective statements are about the author and not about how they can solve the employer's problem or the value they can bring – which is exactly what the potential employer needs to hear to hire them!

Our tip is to instead craft a professional summary or qualifications section that:

- Provides your strengths and what makes you unique.
- Highlights your skills and experience.
- Provides a benefit to the employer.
- Outlines your personal brand.

— Dawn Ohaver Moyer & Jenny Casagrande, Potential Essential

# 10 Mistakes You're Probably Making on Your Resume



## 1. Not Being Clear Enough

If a potential employer cannot understand your work history, skills, or any other portion of the resume clearly and easily, you have already lost the job. They will not take the time to figure it out. They have tens or even hundreds of other candidates, and your resume goes in the trash.

- Scott Kennard, 911 Restoration



## 2. Cramming Too Much Information Onto the Page

Resumes that include too-small font, dense paragraphs, etc., can be overwhelming and unappealing to employers. If you make it too hard for them to read your resume, they simply won't, and they will move on to the next candidate. Use the appropriate font size, and break up information by using appropriate headings, bullet points, and bold font (sparingly). Use white space to direct the eyes and make your resume easier to read and more aesthetically appealing.

- Cachet Prescott, Career Coach and Consultant



## 3. Not Using the Right Key Words

Many candidates do not use the correct SEO word choices that will aid in the applicant tracking system's (ATS) selection of the resume. These systems search for key words based on the job description. An example could be the use of the term 'recruiter,' versus 'talent acquisitor' — depending on the industry, either term may be used. Reflect on the wording in the job posting — that is how the resume should be worded.

— Lisa Chenofsky Singer, Chenofsky Singer and Associates



## 4. Taking a One-Size-Fits-All Approach

If you try to develop a one-size-fits-all resume to send to a variety of employers, you will most likely end up with your resume tossed in the wastebasket. Employers want you to write a resume specifically for them. They expect you to clearly show how and why you fit the position in a specific organization. If you're simply sending out the same resume to each employer, it shows potential hiring managers that you're not interested in the particular job they're offering. If you're not willing to read the job description and tailor your resume for the job, they think you don't care enough about the job to do it, and they won't think it's worth their time to give you a chance.

— Jennifer Magas, Magas Media Consultants, LLC

## 5. Making It All About You

Another common mistake is writing a resume as though it is all about you. It really is not: it is about the prospective employer. Having objective statements and detailing what you are looking for is of no interest the employer. Their biggest question is, What can you do for me? The mistake is in not answering that question.

In that top quarter of your resume, you will be lucky to get a 3-10 second review, and therefore, it is critical to answer this question to ensure the reader continues to evaluate your resume. Start with the most important skill sets, abilities, accomplishments or attributes — most important to the employer — that you bring to the table. Set the stage for them to see you in the role that you are pursuing. Align your resume with the prospective employer and position, allowing the reader to easily identify you in that position.

— Lisa K. McDonald, Career Polish



## 6. Using an Inappropriate Email Address

Don't use a personal email address geared more for playtime than work. If you use an email address which references your partying or intimate behaviors — such as 'wildwoman' or 'drunknhorny' — I question your judgment. It is too easy to get a generic, free email account from Gmail or Yahoo for your interview correspondence to represent yourself in such a manner. Keep the other address for communicating with your friends — not potential employers.

— Cassie Dennis, SocialRaise





## 7. Focusing on Tasks Instead of Results

Future behavior can be predicted by past behavior, so use those bullets under each job to showcase your accomplishments, not the tasks assigned to the role. Did you standardize a set of processes? Develop industry knowledge? Save time or other resources? Use the bullets to describe your achievements using the skills the employer seeks.

— Marilyn Santiesteban, Bush School of Government & Public Service, . Texas A&M University

## 8. Listing Skills You Don't Really Have

One of the most common resume mistakes I have seen is when candidates list skills they don't actually have. Remember: anything that is listed on your resume is fair game for an interview. Candidates should be cautious to list skills or acronyms when they really have no understanding of or experience with that skill or technology.

— Nick Santora, Curricula



## 9. Not Providing Enough Context

It's great to list your day-to-day responsibilities, but unless we know what your company does, your goals within your department, or what you've accomplished in your role, these tasks come across as relatively meaningless.

— Sarah Dabby, ClickTime

## 10. Forgetting to Be Yourself

I've seen many resumes that do not sound or look like the person I'm sitting across from. In some cases, professional resume writers craft the resume's content to the point where the candidate cannot speak to the experience listed.

Be sure you will feel proud and focused when you hand over your resume. Can you speak to every job, result, and accomplishment listed? Does your resume reflect your humor, energy, passion, and confidence? If your resume looks sophisticated and professional, yet you are relaxed and casual, it will be a challenge to get a hiring manager to see that you are the same person listed on the pages.

— Lida Citroen, LIDA360



# 7 Ways to Ace a Peer Interview



## 1. Get Your Peers to Do the Talking

I've consulted on hundreds of hires, and I have to say that peer interviews are often the easiest to ace. The secret is taking control of the interview and asking the panel about what they feel it takes to be successful in the job, what they'd like to see in a coworker. Get them talking. And make sure that each person has a chance to speak. The more they talk, the higher they will rate you. Then of course, when you're answering their questions, use the information you've gathered to frame your remarks.

— Barry Maher, Barry Maher & Associates



## 2. Find Out How You Can Help the Team

Treat each person as the expert in the area they work in and learn how you can help. People want to work with people who want to help. People don't want to work with people who tell them what to do or come across as superior.

— Michelle Merritt, Merrfeld Resumes and Coaching



## 3. Treat It Like a Regular Interview

My advice for job seekers in acing peer interviews is to remember that the people interviewing them are just as important as the hiring manager. They will often be respected and trusted members of the hiring manager's team. Therefore, their opinions of you will be valuable in the decision-making process.

So treat this interview like any other interview. Be prepared and try to build a rapport with these peers. It may well be important to the hiring manager to see if you'll both get on. Also, use this interview as an opportunity to learn more about the role and company. You'll often get a more honest opinion from a peer.

— Jonathan Burston, Interview Expert Academy



#### 4. Build Camaraderie With Your Interviewers

You might be working with the interviewers in the future, so you may as well start becoming friends.

In addition to answering the typical interview questions, you should try to find something in common that you can talk about with your interviewers/future peers. This allows you to create a sense of camaraderie that will guide the rest of the interview and make it flow naturally. This connection will also help you gain the support of your interviewers, who may have a significant say in your getting your job.

— AJ Saleem, Suprex Learning

#### 5. Come Prepared to Ask Questions

Peer interviews can be an amazing opportunity. Sure, the hiring manager knows the job description, but the person who will be sitting in the chair next to yours knows what the job really entails.

My advice to job seekers is to think from the point of view of their potential peers when answering questions. They want to know you'll be able to pull your own weight and add value to the team, so let them know how your skills will complement theirs.

Another important tip is to come prepared to ask them questions. Remember that you are interviewing them, too! Find out how your job will support theirs, ask what kinds of things you'll be doing together, and ask what they think the position's biggest challenge is. They can give you insights into the company culture, work/life balance, and how the coffee in the break room is.



Open-ended questions are always best. My go-to question in a peer interview is: "How long have you worked here and what makes you stay?" You may be surprised just what kind of responses you'll get.

— Meghann Isgan, One Click



## 6. Don't Get Competitive

You are expected to share your work highlights, but monitor your tone and wording to ensure you are not sharing these highlights in a way that can be perceived as competitive or comparative. It's an interview, not a competition.

— Angelina Darrisaw, C-Suite Coach

## 7. Get Input From Everyone

Ask specific questions of an interviewer, and then re-ask the question of another interviewer or in a different way to gather as many nuggets about the organization as possible.

For example, to find out about company culture, you may ask one interviewer, "How frequently does the team participate in social activities together?" Then, you can ask another interview, "Does the company sponsor team outings and volunteer events?"

— Karen Walser, Adecco Staffing



# 7 Tips for Dealing With Hostile Interviewers

## 1. Try Not to Take It Personally



Often, the interviewer is frustrated or stressed about something not related to you or the interview. It's just manifesting in their attitude during the interview and, unfortunately, you are the one unintentionally bearing the brunt of their emotions.

Stay calm and focus on answering the questions, putting your best professional foot forward. You should not match the interviewer's style (which is often recommended). Instead, maintain your composure and professionalism.

— Alyssa Gelbard, Resume Strategists, Inc.

## 2. Detach Yourself From the Negativity

Sensing hostility from an interviewer adds to an already stressful situation. I coach my clients to practice a form of Zen detachment from the negativity. Envision the nasty attitude floating above and beyond you so that you can focus on conducting yourself professionally and pleasantly. That alone may disarm the interviewer, who may be having a bad day and not realize the attitude they are projecting.

— Lynda Spiegel, Rising Star Resumes



## 3. Focus on the Questions



Listen to the questions asked of you. Don't listen to how the questions are asked. The interviewer may be adjusting their tone, volume, cadence, and body language, but the questions should largely stay the same. Filter out as much of this as possible, and focus on calmly and professionally answering the questions as best as you can.

— Aaron Straughan, West Coast Careers

## 4. Keep Your Poise

Poise begins with a pause, which is something you'll do for a couple seconds after an interviewer has made a hostile comment to you. Then look directly into their eyes with a puzzled expression and say, 'I'm doing my best to not react to how you just said what you said, because I don't want to miss the most important and critical point for me to get. You know, rather than my guessing, would you please tell me what that is?'

— Dr. Mark Goulston, The Goulston Group





### 5. Be Professional — Not Subservient

Unless the interviewer is so hostile that he's either physically attacking or spitting on you, the best response is always to be polite and composed. Not subservient, but professional. If it does turn out to be a test, you want to pass. Returning hostility is not likely to make that happen — at least, not for any job you actually want to get.

— Barry Maher, Barry Maher & Associates



### 6. Find a Way to Regain Control

The element that creates a stress interview is lack of control. The interviewer sets up a situation that makes you feel overwhelmed. A foolproof way to regain control is to ask a question. Maintain a pleasant tone and attitude, and ask a clarifying question. Doing so will not only give you control, but it will also buy a little bit of time for you to regain your composure.

No interviewer has the right to treat an applicant rudely. If you feel that your interviewer is being dismissive or impolite, you need to take immediate control of the situation. Once again, asking a question is the best tactic. You can ask, 'Is there a better time for us to talk?' Maybe the interviewer is worried about a project that's running late or a situation at home. They may not realize their worry is coming across as rudeness. Maybe rescheduling is the best option. At the very least, you've made them aware of how they're coming across in a polite way.

— Marilyn Santiesteban, Bush School of Government & Public Service, Texas A&M University



### 7. Walk Out

I'd stand up and walk out. If it's merely a tactic rather than a personality flaw, I think I'd run even faster. There are plenty of better ways to test for stress and emotional intelligence than to throw human decency out the door. If the interviewer is not aware of these things, the interview itself isn't going to even touch how miserable you will be if you actually get the job.

— Cameron Postelwait, Sewell Direct

# 9 Questions You Should Always Ask a Potential Employee



## 1. "What Is the Time Frame for Filling the Position?"

And 'When should I expect to hear back from you?' Always great to close with an action item, and it shows that you are interested in the job and ready to get going.

— Bill Fish, ReputationManagement.com



## 2. "Aside From Experience and Skills, What Other Qualities Are Necessary to Succeed in This Role?"

At SkillSurvey, we've seen time and again how soft skills — things like professionalism, problem-solving ability, and management skills — can often make or break success on the job. Knowing in advance if your soft skills match up to a potential employer's needs can give you a great indication of whether or not the job is right for you.

— Ray Bixler, SkillSurvey



## 3. "How Do You Match Up Against My Dealbreakers?"

If you have any dealbreakers when it comes to a new job, then ask these questions first. For example, if working on traditional holidays or the weekends is a dealbreaker for you, then ask about that upfront. One caveat to asking this question is that you don't want to ask about paid time off and vacations during the first interview. It's best to save this question for the final interview stage.

— Tracey Russel, Naviga Recruiting & Executive Search



## 4. "Are You a Manager, or a Leader?"

The best questions I've ever been asked as an interviewer are the ones that make me think, the ones that show a candidate really did their homework on me or the organization.

For example, I had a candidate once ask me, 'Are you a manager, or a leader?' That was a great question and helped the candidate really get at what kind of boss I would be. It showed they cared about more than just the job itself and wanted to work for a great leader.

— John Fleischauer, Halogen Software

## 5. "Can You Clarify Something for Me?"

The most important questions to ask pertain to the role you'll be taking on at the company. A few key examples include: 'Can you describe what my typical day would look like?'; 'Who will I be working with?'; and 'What kind of setting will I be working in?'



These kinds of questions all show your interest in the specific position, while also giving you a better picture of the job at hand. The most important question is ultimately going to be about whatever you don't yet understand about the job you'll be doing. Don't be afraid to clarify until you have a clear picture of that. The interview is a two-way street, and you should use it as an opportunity to learn as much as possible about the position.

— Marc Prosser, Fit Small Business



## 6. "Who Was the Best Person You Ever Hired for a Position Like This?"

When you walk into the conference room with the hiring manager, there is a ghost there that you cannot see, but it haunts the hiring manager: the best person the hiring manager ever hired.

That ghost is the real comparison point of your candidacy — far more than the job description. By asking this question, you conjure up the ghost. Try to get the name of the ghost if you can — and then align yourself with that ghost.

For example: 'I can see why you valued Robin so much. I hope that, if you call up my last two bosses, they will confirm that — like Robin — I don't wait to be told what to do. Like Robin, I take initiative. And like Robin, I don't dump problems on the desks of my bosses.'

And then call your references — cue them on what to say!

— Laurence J. Stybel, Ed.D., Stybel, Peabody, and Associates, Inc.



### 7. "Why Is This Opportunity Available?"

This question will help you to understand the health of the organization. Was the last person fired? Is the company doing so well that it's expanding?

— Angela Copeland, Copeland Coaching



### 8. "How Do You Provide Feedback, and How Do You Show Appreciation for Your Team?"

If the employer doesn't have a good answer or fumbles through the answer, then the interviewee knows the company doesn't think highly enough of their practices to take care of the team.

— Patrick Campbell, Price Intelligently



### 9. "What Does It Take to Be Successful in This Role and at This Company?"

This is my favorite question to hear people ask at the end of an interview. It shows that the candidate thinks on a more macro level — not just about the responsibilities and day-to-day, but also about building a path for themselves in the organization.

— Eric Fulwiler, Danish Country Antiques

# 6 Things You Should Know Before Your Next Interview



## 1. Information About the Company

I am always impressed by job candidates who show that they have done their research on my company. We often post about our team and company on social media. When a candidate references something that we posted, it shows that they have taken the time to get to know the company and are serious about the position.

— Courtney Spritzer, Socialfly



## 2. Companies Need You as Much as You Need Them

When a company is hiring, it's because they're trying to fulfill a specific need. With that said, they actually need you just as much as you need them. The sooner job candidates see this, the sooner they'll spend less time trying to impress the company and spend more time trying to see if they're a good fit for the company's culture and values.

— Jacques Bastien, Boogie



## 3. Interviewers Want to Hear Who You Actually Are

While good research is vital and showing detailed knowledge of the business and your interviewer is impressive, I don't always want to hear what you think I want to hear. Taking this approach means that as an interviewer, I don't get an accurate sense of the person and what they can offer — which is essential to have a chance of getting the job.

— Tom Chalmers, IPR License



## 4. How You Will Contribute

The most impressive candidates are those who come to a job interview with a deep understanding of the business and can identify a few pain points and how they might address them. If they come in with a good understanding of how they will contribute to the business and can communicate their value clearly, it makes it an easier decision to hire them.

— Jaime King, SweatGuru



## 5. That Questions Are Good

Candidates should be ready with questions to ask. They should have at least two or three about the company and the position. This keeps the conversation rolling, and it shows that you've done your research beforehand.

— Marty McDonald, Bad Rhino Inc



## 6. How to Be Confident

Along with the proper skills and experience, confidence is one of the most important interviewee qualities I look for. I want to work with someone who believes that they can accomplish what they set their mind to and believes they are what I've been missing. I want people on my team who are confident enough to know who they are and what they want, and who can take ownership and be leaders.

— Jamie Derringer, Design Milk

# 6 Great Tech Tools for Job Seekers



## 1. LearnUp

LearnUp is a platform built for entry-level job seekers. It provides job-specific preparation and training that helps applicants master their interviews – even if they've never had a job before. LearnUp also provides personalized job coaching to assist and guide applicants through the entire hiring process. Our data shows that when workers are provided this training opportunity, they triple their chances of employment.

— Alexis Ringwald, LearnUp

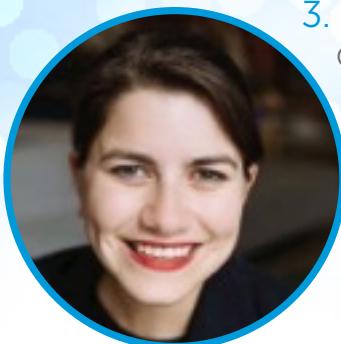
## 2. Jobscan.co

Many companies are using applicant tracking systems to filter out job seekers who don't meet their criteria. Given that your resume is the only item up for digital review, what you write on it will often make or break your chances.



Using the same technology that ATSSs are built on, Jobscan.co analyzes any job description keywords against your resume and tells you what is missing. It even breaks them up into hard and soft skills, matching not just the existence of a keyword but also the number of occurrences for each one. Knowing these keywords allows you to optimize your resume with the right number and type of keywords and ensures you rank high in any applicant tracking system.

— Adrian Tan, CareerLadder



## 3. Page Monitor

One tool that I always recommend when someone is looking for a job is a Google Chrome extension called Page Monitor. It's not made specifically for job seekers, but it alerts you every time something changes on any website, so you can add some of your favorite companies and get notifications when they add new roles. It's a perfect way to monitor job boards so you don't need to keep going back to the same page over and over again.

— Kiyoko Fujimura, BuzzBuzzHome



## 4. SnapDat

SnapDat is an application for creating and exchanging business cards via your iPhone. You can also easily save contact information to your address book directly through the app.

— Cheryl E. Palmer, Call to Career



### 5. Woo.io

I recently discovered Woo.io. As a job seeker, you basically input your wish list (what want to earn, if you want to relocate, etc.), and then you get approached by companies looking for people like you. Pretty cool concept.

— Matt Casady, [MattCasady.com](http://MattCasady.com)



### 6. JibberJobber

You can think of JibberJobber as a [customer relationship management platform] for job seekers – or what some recruiters call a “reverse ATS.” Job seekers can use it to organize and track their networking efforts, conversations, follow-up, target companies, etc.

— Jason Alba, [JibberJobber](http://JibberJobber)

# 9 Social Media Tips for Job Seekers



## 1. Self-Promote – Strategically

Social media should be a strategic platform for self-promotion. Before I interview someone, I try to understand who they are online. I look at how they take care of their reputation online. That's just as important as the reputation of the brand you will represent if I hire you.

Sadly, people are not often careful with their reputations. It seems that even young people who claim to be social media professionals don't really understand that your actions on the Internet are like peeing your pants in school – no one ever forgets.

— Dale Ferreira, Sconetent

## 2. Learn How to Track Hashtags on Twitter

Use an IFTTT.com recipe to track hashtags related to job leads. This one, for example, will put the information from tweet into a Google Sheet for later viewing and applying.

Some of the popular hashtags for job listings that you might want to track:

#hiring  
#nowhiring  
#job  
#jobs  
#employment

— Angie Nelson, The Work at Home Wife



## 3. Be Consistent

Make sure your profiles tell a consistent story. When you try to be a cool partier on Facebook/Instagram and very buttoned up on LinkedIn, it may raise questions as to who you really are. Authenticity is key, personally and professionally.

— Paige Arnof-Fenn, Mavens & Moguls





#### 4. You Don't Have to Sign Up for Every Platform

Start by deciding on your desired industry; then, go where the right people are. You do not need to be active on every social media platform – just the one or two that make the most sense for you and your industry.

Once you've found these places, spend your time providing value and creating a personal brand in the space. The more value you provide to others, the more valuable you become. Walking into a job interview with a pre-built customer base will put you at the top of any recruiter's list.

— Skyler Irvine, GraceLane.co

#### 5. Be Genuinely Helpful

Don't limit yourself to just sharing articles that are useful in your field. Reach out to people who have questions or problems and try to help them. Even if the person you help isn't hiring, others will take notice of your efforts, and you'll build a reputation for being knowledgeable in your field.

— John Turner, UsersThink



#### 6. Twitter Is Actually a Great Search Engine

The most important part of Twitter is the search function. It's a search engine to rival Google. I use [search.twitter.com](http://search.twitter.com). First, check the search operators for guidance, then hit the advanced search button.

You can add exact words and phrases to your job search, like "digital marketing." You can eliminate words like "sales." You can add exact locations and dates. If you're not utilizing Twitter search, you're missing lots of opportunities.

— Richard Kelleher, The Marketing Sociologist

#### 7. Make Friends With Hiring Managers

Find out who the hiring managers are at your target companies and start following them on LinkedIn and Twitter. Communicate with them. Pay attention to the conversations they are having on social media, research the issues they bring up, and determine how you can potentially help them.

— Michael Ayalon, Greek University





### 8. Flaunt Your Personality

There's a big misconception on the part of job seekers that showing off your personality on social media is a problem in and of itself. That's not true. You can be direct, opinionated, and even a little brash. What you want to avoid is the extreme behaviors. Don't be unreasonable, offensive, and/or closed-minded.

Being able to toe that line between being yourself and going overboard is the difference between sharing content that affects readers' opinions and thoughts and just mouthing off on social media.

— Alex Twersky, Resume Deli



### 9. Buy Some Facebook Ads

Want to stand out from the crowd? One brilliant idea that is totally underutilized is creating a Facebook ad campaign and targeting companies within your industry of choice. Those employers who click your ads will be taken to a customized landing page where you highlight all of your assets – just as you would on a resume.

This will cost you some money upfront, but it's highly likely to pay off and win you a few extra interviews.

— Shana Haynie, SplashOPM

# 6 Professional Developmental Resources for Unemployed Job Seekers



## 1. Your Local Library

Public libraries are fabulous resources with free access to databases and training of all types. For example, through the library, you can access all the training found on Lynda.com in areas like accounting, bookkeeping, WordPress, social media, foreign languages, etc.

— Elene Cafasso, Enerpace, Inc.



## 2. Networking

Stay sharp in your job search by improving the most important skill you have: your ability to build strong connections and mutually beneficial relationships. In other words – networking! Find ways to foster the relationships you have by giving value in the form of ideas, information, resources, or introductions. Get out and build new relationships by doing the same.

Networking with business people will also give job seekers a boost. Social connections are proven to help keep our moods up, which is important if a job seeker is to avoid getting discouraged.

Build your resume by joining groups, associations, or local chapters and taking leadership positions. I guarantee that if you volunteer to take on a task, they'll gladly give you a title that you can add to your resume. You'll also have the opportunity to gain new skills. The process of building your network is professional development, and it will help you tremendously in your job search as well.

— Beth Bridges, The Networking Motivator



## 3. Good Books

I highly recommend reading books on personal development. Don't read them so you can tell prospective employers you read them – read them so you can apply what you learn! When you are confident in your abilities and your goals, people in hiring positions will recognize that. No one wants to hire someone that seems desperate. Take some time and improve yourself, not just because it would look good on paper, but because it would actually improve your soft skills. A few particular book suggestions include: Rhinoceros Success, Good to Great, and 48 Days to the Work You Love.

— Joshua Evans, Enthusiastic You!



## 4. Consulting Work

A great way to build your resume is by showcasing any consulting work that you have been doing. This is easily translated into work experience terms – even if your consulting work is just helping your friends and family. For example, if you are an unemployed software engineer, you can easily turn your unemployed time into IT consulting experience.

— Karen Bartell, Best-in-Class Resumes

## 5. Industry Participation

Find ways to contribute to the advancement of your profession. For example, you could write a blog, actively participate in professional LinkedIn groups, or mentor college students in your field.

These kinds of activities demonstrate your passion for your field and will help you fill gaps in your resume with applicable experience.



Whatever you are doing, you should document your activities by keeping track of your accomplishments, detailing the dates of your involvement, and writing down any stories about challenges you faced and the strategies you used to overcome them.

— Melissa Cooley, The Job Quest



## 6. Online Classes

Sites like Lynda.com provide inexpensive training on marketable skills that will not only demonstrate your commitment to self-improvement, but also help you identify new skills that you can bring to your next job.

— Brette Rowley, Career Coach to Millennials

# 5 Ways to Stay Motivated When the Job Search Gets Tough



## 1. Attend to Your Well-Being

To keep people motivated, I get them to attend to the other important areas of their lives that build their subjective well-being (or happiness), using [Martin] Seligman's PERMA model:

P = Positive emotions – Having fun and doing things that make you feel good.

E = Engagement – Identifying and doing things that use your skills and are challenging.

R = Relationships – Making sure you are surrounded by positive people who support you and whom you support.

M = Meaning – Doing things that contribute to the bigger world.

A = Achievement – Find things, even small things, that give you a sense of achievement to counteract the lack of achievement you may be feeling in the job hunt.

— Katherine Street, People Flourishing

## 2. Do Something New

Find something new to do that has nothing to do with your job search. Mastering something new will give you a sense of competency and control and boost your sense of self-esteem — both of which are often lost during a job search. This will also give you something to talk about other than your job search, which will make you more interesting to your friends, family, and potential employers.

In my case, I did pro bono consulting for the Taproot Foundation, which led to a job with Taproot, which led to other nonprofit work, and ultimately to my current role as a consultant to nonprofits and social enterprises.

— Lisa Gaffney, MarketMatters Group, LLC



## 3. Establish – and Stick to – a Routine

Step out of your bed early in the morning, as if you were going to work, and make the day constructive. Do not fall into the deep dungeons of sleeping till late and getting depressed that nothing is happening. There will be days when you might not even feel like getting out of the bed — but you have to do it.

— Suchismita Roy, PR Professional and Writer





### 4. Focus on the Small Steps

It is important to shift your goals to the immediate tasks at hand. Instead of the immediate goal being 'finding a job,' the goals should center around getting through to specific HR individuals, setting up interviews, and meeting with your network. Put the energy into following up and staying in touch with recruiters, HR managers, and the people who may have received your resume or who have interviewed you.

If you make the small, individual steps your goals and focus on completing the small tasks, you will find motivation in the success of reaching those goals. This way, your success and motivation do not hinge on a binary outcome of 'job/no job.' Success will come in the form of these micro goals being reached. Ultimately, the byproduct of achieving these small goals will be finding a job.

— George Gilpatrick, Cahill Swift, LLC



### 5. Take Your Own Advice

Ask yourself what you would tell your best friend if they were in the same situation — and then take your own advice! Often we can see things more clearly when we give advice to others.

— Lori Scherwin, Strategize That

# 6 Unlikely Ways to Find a Job



## 1. Use Mention

One smart tactic is to use a free monitoring tool like Mention to create a notification when companies you're interested in Tweet their jobs. Checking the Twitter streams of dozens of companies can take time. Get a tool to do the work for you.

— Daniel Howden, Workable

## 2. Just Hop on Google

Google should not be overlooked as a potential tool for the job search. I know of one case study where someone searched for a job via Google (instead of using job boards, etc.) and found a job listing that the employer had only advertised on its own website. The company hadn't used job boards at all, possibly in an attempt to save on recruiting costs. The person applied for the role and later found out that only three people had applied altogether, instead of the dozens (or even hundreds) that might have done so if the job were placed on a popular job board. Obviously this significantly increased each candidate's chances of getting an interview and landing the job.



Of course, a lot of job boards will come up when doing a Google search for a job, but it's worth trying out different keywords and skimming through a few pages beyond the first in order to see if you can find a golden opportunity buried away somewhere.

— Steve Morgan, Computer Recruiter



## 3. Leverage Your Everyday Interactions

Our everyday interactions are often overlooked as sources for jobs. Your barista knows a lot of people, for example. Your fitness coach does, too. Using these connections can result in unexpected opportunities that you never would have found otherwise.

— Jeffrey Kelly, AssetLab



## 4. Join an Ecumenical Career Transition Group

Ecumenical career transition groups can be found at area churches, temples, synagogues, or mosques. These community outreach efforts assist the unemployed with job leads from their respective congregations.

— Dirk Spencer, Resume Psychology

## 5. Head to the Library

Public libraries are excellent resources for finding jobs. In addition to professional staff members who are skilled at assisting patrons with narrowing down their job searches, you can also access valuable online resources. Many libraries subscribe to databases like Reference USA and A to Z Databases that allow you to create customized company lists based on your preferences. Instead of blindly typing job titles into a job search engine, you can tailor your list by industry, company size, location, expenditures, office branches, whether it is public or privately owned, and more.

— Barbara Alvarez, Librarian, Speaker, and Trainer



## 6. Visit Reddit

Normally, we associate Reddit with viral stories, but Reddit has tons of subreddits that can actually be great places to find potential employers. Take for example, the /r/Entrepreneur subreddit: Startup leaders use this place to talk to other like-minded people and get advice and tips. Now, most of these startups are in their early stages. Some may not even have websites yet. That means they need employees to help them get started – and that's a perfect opportunity for anyone looking for a new and exciting job. You can either send a private message to these entrepreneurs or just reply to their thread/post. Most of them are very friendly and receptive. You never know – you may get yourself a well-paying job in an exciting new company that turns out to be the next big thing!

— Saeed Darabi, MoneyPantry



# 8 Ways to Knock Your Next Job Fair Out of the Park



## 1. Go in With a Strong Game Plan

If you have a floor plan or list of companies exhibiting at the job fair, highlight the ten organizations you'd most like to work for. Visit those ten first, starting with the one that's furthest from the entrance. Then quickly hit all the other booths. This ensures that you don't end up working for a less desirable company simply because its booth was closest to the door.

— Joni Holderman, Thrive! Resumes

## 2. Do Your Research

A job fair is an opportunity for job seekers to connect with employers. Therefore, when attending a job fair, you need to do your research. Get a list of the companies that will be attending, and research each one. Visit their websites to understand what they do and the kind of people they hire. Tailor your resume to meet each company's needs.

— Muyiwa Oyadiaro, ICS Limited



## 3. Turn Your Conversations Into 'Mini-Interviews'

I advise finding out what companies will be there (sometimes they are listed on the registration website; sometimes you have to pick up the phone and call the organizers to find out). Then, go to all of those companies' websites and apply for the jobs that make sense for you.

Print out the description of each job to which you applied. Staple a copy of your resume to each position description. With a yellow highlighter, highlight the requirements on the position description that you meet. Go to your resume and highlight where you meet those requirements.

When you arrive at the job fair, seek out the companies you applied to. Turn your five minutes with the company representative into a mini-interview. Tell them you applied, show them the position description, and explain the highlighter.

If they like the way you look, speak, and present yourself, they can go back to their company and pull your resume from the thousands of others who applied for the same job.

— David Nast, Business Leadership Coach



### 4. Get Your Cover Letters and Conversations Right

Writing unique cover letters for each of the employers you are interested in will help you stand out. If you can make a connection and strike up a conversation with the recruiter at the fair, it could help get your resume to the top of the pile. Keep all of your conversations professional; focus on how you are qualified for the role and why you are interested in that particular company.

— Leila Hock, Alignment Coaching

### 5. Always Follow Up

This is one of the keys to personal and professional success. You can't expect every company to call you. So, take it upon yourself to contact them and build a relationship. Even if it doesn't work out this time around, there may be a future opening that is aligned with your skill set.

— Dr. Heather Rothbauer-Wanish, Feather Communications



### 6. Direct Recruiters to Your Online Presence

Give recruiters options to learn more about you. Invite them to view your LinkedIn profile to learn more about your key accomplishments, or mention your personal website as a portal to read about how you've added value to other organizations. Include these links on a networking card or directly on your resume.

— Matt Brady, Path2Hired.com





## 7. Carry Yourself Well

As a business major, I have been to more than my fair share of job fairs for companies spanning across the United States. But more to the point, I was able to gain interviews with the companies I wanted to work for and learned a lot from their representatives using these three tips.

Tip 1: "The suit maketh the man and woman": There is nothing that looks worse than your dad's old brown suit with a green wrinkled shirt and a silk red tie. Opt instead for a charcoal two-button suit with a light blue shirt and a navy blue tie.

Tip 2: "Confidence is key": Look a representative in the eye when you want to ask them something. Think about what you want to say before approaching their table or booth, and give them a firm handshake when you introduce yourself.

Tip 3: "Do you have a card?": Although there are many things you can do and say to stand out among other job seekers, business cards are the simplest and classiest way to distinguish yourself from the rest of the pack. It doesn't cost much to buy a pack of them from Vistaprint.

— Vincent Ramos, 3span

## 8. Make Genuine Connections

Relax, be yourself, and be friendly with the folks to whom you're speaking. Don't feel the need to ask about work or the company – that's all they've been talking about all day. Stand out from the crowd by making a more personal connection. Ask the employee or interviewer about their day, their interests, or their trip to the job fair. Oftentimes, these are the conversations that people remember the most vividly, because they are the most genuine.

— Sam McIntire, Deskbright

