

THE JOB HUNTING E-BOOK



A simple guide to landing
your next dream job.

Job hunting in modern times

Modern life comes with many advantages. Education, healthcare and overall wellbeing rank higher than they've ever been. Everything is moving and changing at amazing speed and opportunities for growth are abundant.

However, today's fast-paced and highly competitive environment can also bring about certain challenges, like increased competition on the job market.

When job hunting in today's market, it's very important for applicants to stay ahead and stay up to date. Candidates are expected to adapt to the rapidly changing employment climate and deliver researched and on-point applications.

With the help of our e-book you will learn simple ways to hunt for a job, the best ways to showcase yourself and your skills when applying for a job and, of course, how to close the deal and land your next employment.

Finding a job or landing a better job is easy when you know how to properly showcase your skills and navigate employer expectations.

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PART 1.

HOW TO HUNT FOR YOUR NEXT JOB



Before you start your search:

It's easy to just go online and start your job search. But, if you really want to make an impression and make sure you find the right job, there are a few tricks you should apply before the search even begins:

Review your skill-set

Analyze your skills objectively. Reassess your strengths, weaknesses and interests. Be open to reinterpreting your abilities. That's important especially in times of change or when it's you who wants a change.

See what areas could use your set of skills. Expand your search to include new areas if your skill set applies, even if you haven't worked in those industries. Expanding your horizons will make it easier to find the right job.

Perfect your resume

Update that resume you haven't used in a while. It's not just about adding the latest job and listing the activities that went along with it. Resumes must be kept up to date to include both relevant experience and the latest trends in CV writing. Go online and learn about what recruiters are looking for nowadays.

When you apply for a job, adapt your CV to the job requirements. Make adjustments where needed and use only relevant information. Design is also important, so make your resume stand out by keeping it uniform, clean and concise.

Make sure you leave out any unimportant details and properly showcase your strengths and relevant experience.

Prepare your cover email / letter

Your cover letter is just as important as your resume. If not more. It is your chance to gain a recruiter's attention and get ahead from the beginning. First impressions are essential and you only have a few seconds to make a good one.

Avoid being too familiar, but also too formal in your cover letter. Keep the wording clear and concise and focus on how your skills apply to the job and how the company would benefit from hiring you.

Update your LinkedIn or other online profiles

Since you will be updating your resume and cover letter, don't forget to pay a little attention to your online presence, as well. Most recruiters now check applicants online before making the decision to call them in for an interview.

Make sure there is nothing on your online profiles that could harm your chances of getting the job or making the wrong impression.

Practice your interview skills

The internet provides plenty of resources to learn what questions you can expect to be asked during an interview. You can also research ways to improve how you present yourself when answering these questions.

Learn about things like focusing your answers on relevant details, highlighting your assets and how your addition to the recruiter's team would serve the company.

You can also enlist the help of a friend for a pretend one-on-one interview to test your abilities.

Do some research and networking

When preparing for an interview, it's always a good idea to throw some research about the company into the mix. Your knowledge about their company's size, activity and recent events can help set you apart at an interview. If you have friends or acquaintances who are familiar with the company or the industry, ask them for some details that you can use in the interview and recruitment process.

Information is priceless.

Skills employers appreciate:

Positive attitude

No one likes a sour-puss. Every organization is looking for employees that have a good state of mind and an open attitude, because that leads to good results.

Good communication

Knowing how to engage with others, communicating effectively, knowing when to listen and when to talk. These are all great assets any employer will be looking for in a candidate.

Ability to learn and adapt

Being open-minded and adaptable are very high-ranking skills in an employee.

A positive attitude toward learning and adaptability to change are traits of a confident leader.

Ability to work alone (self-management) and in a team

Most jobs will involve both tasks that require you to work alone, and tasks that require you to do well in a team. Knowing how to prioritize, but also communicate effectively is essential.

Problem solving skills

An asset to any company, the problem solver must know how to analyze, research and make decisions. Effective teamwork and mediation skills are also part of the qualities a problem-solver has.

What matters most to employers:

Your entire job application process should focus on these items. Include elements in your cover letter and resume to show how your application checks the boxes below and how you can be a great addition to the company:

If you are suitable for the job

If you have the right skill-set

If you are flexible and open to learn

If you fit in with their company's objectives, policies and vision

If you are motivated

Where to search for a job:

The good news is that there are many opportunities to find a job waiting for you. Depending on the type of job you are looking for and the industry you are interested in, you can choose where to start your search. Your search can include several or all the job search options below:

Recruitment or job websites

The most common and comfortable of the job search options out there is the online search. With many job vacancy websites available, choose the ones that rank highest and match your search and skill set best. Some industries even have dedicated job vacancy websites. It's better to focus your efforts on two or three websites than using all of them at once. On the websites you choose, make sure your profile shows exactly what you want employers to see.

Job fairs or events

Job fairs are a great way to learn more about a company before you make any commitment. You can talk to employees or managers about the company and find out more about their objectives and how you could fit in. Take your resume with you and submit it to the companies you feel are right for you.

Recruitment companies

Recruitment companies handle the entire recruitment process and provide only the best options to an employer. Most recruitment companies also offer you the possibility to register with them online. That way, they contact you whenever they have a position that fits your skills.

Networking

Talking to friends or acquaintances about looking for a job is never a bad idea. It's actually one of the most productive options. Many times, companies don't even post a vacancy until they search for a suitable candidate through their employees' friends and acquaintances. Some even motivate employees to recommend candidates. You can also expand your networking online on websites such as LinkedIn, building connections and making new friends.

Direct (company website, direct calling, social media)

Some companies choose to advertise their job vacancies on their social media profiles to attract candidates from within their fan-base. If you are interested in a particular company, check their social media accounts, too. If they don't have any vacancies posted but your heart is set on working there, you can search for their recruitment e-mail on their website or try calling them directly.

Internship

Even if it can sometimes mean no pay or little pay, an internship is a great way to get to know a company before committing to work for them. Many companies offer such opportunities and full-time employment when the internship period is completed.



PART 2.

HOW TO APPLY FOR YOUR NEXT JOB



Show off your skills

It only takes a few seconds to make a first impression. So, make sure you make a good one. That should be your main focus when applying for a job.

When considering the top skills you want to present to potential employers, think beyond technical or practical skills. Yes, those skills are an important part of your resume, but you also have personal skills to show. And they are just as significant.

Technical or practical skills are the ones you have trained for such as operating machinery or sewing. They are skills done by hand or using equipment, tools or technology. It is best to showcase these skills separately as "Technical/ Practical Skills".

There is also another set of skills employers care about – personal skills. These include communication, teamwork and problem-solving abilities, and also skills such as leadership or the ability to work with numbers. Reference these skills in your resume under "Skills".

To make sure you tick all the boxes and present yourself and your skills the right way, consider the following tips for showcasing your abilities.

Cover letter tips:

- + Use impeccable grammar and clear language.
- + Be approachable, but avoid being too friendly.
- + Show that you are enthusiastic about the job and interested in the company's activity by using proactive wording.
- + Use keywords from the job posting to highlight your interest in the position and the company.
- + Use the cover letter to explain why you are a good fit for the position and how the company can benefit from choosing you.
- + Use the cover letter to explain gaps in your previous experience, if any.
- + Avoid using the same information as you did in your resume.



Resume writing tips:

- + Make sure that the formatting and grammar are immaculate.
- + Do not use too many different fonts.
- + Keep information concise and highlight your results at previous jobs instead of listing the activities you did.
- + Adapt resume by using keywords from the job posting where you can to show that you have the required skills.
- + Adapt your resume to the job posting by highlighting the aspects that best qualify you for the role.
- + Only include relevant information and experience.
- + Mention the skills you are most confident about talking about in the interview.



Job hunting tips:

- + Use the cover letter in the body of the e-mail when you apply to an employer directly.
- + If you send your application to a recruitment company, send the cover letter attached, together with the CV for ease of reference. You can also use it in the e-mail.
- + Send your resume in PDF rather than Word or text. It will look more professional.
- + When applying online, copy the information from your CV into the application form.
- + Use the cover letter to explain why you are a good fit for the position and how the company can benefit from choosing you.
- + Follow-up on your application. This will help you make a good impression with recruiters and employers alike because it shows you are interested.



Before you apply

You will want to have all your ducks in a row before you start applying for positions to get the best results. With just a little organization and a few techniques, your job application process will be simplified and the time it takes you to land your next job will be shortened.

Here is what you'll need to do:

Organize your information and get the tools you need.

First of all, make an e-mail address. If you happen to have one with a funny name, don't use it. Set up a separate e-mail address with your name to use in the job application process. Everyone appreciates a good laugh, but this is not the time for it. Next, organize your resume and cover letter. Make sure you have them in Word and PDF formats, to make it easy for you to copy information from them (Word), but also send them as attachments (PDF). Often times your job application will require you to add information about your experience and skills on the company's own online platform, so keeping your information organized will help save you time.

Do your research.

Before you apply, carefully read the job posting. Check for any keywords, but also special requirements or conditions. Use the keywords in the cover letter and also in your resume where appropriate. Highlight the reasons that make you a good fit for the job. Also research the company and add any relevant information to your application.

Check everything again.

If the job posting mentioned any instructions on how to apply, check them again and ensure that your application is correct. If not, start with checking the subject of the e-mail. Use the name of the position you are applying for and your name. Also mention referrals, if any, in the beginning of the application.

Before you press send, make sure that all attachments are properly attached and your e-mail is properly formatted. Add your name and contact details as a signature at the bottom of the e-mail.

PART 3.

HOW TO LAND YOUR NEXT JOB



Before the interview

Everything you do even before you get to the interview matters in making a good first impression.

Go through the checklist below to be sure you take all the right steps:

Check the interview location

Before the day of the interview, do some research on the location and how you can get there. It's a good idea not to leave this for the last moment if you want to be there on time and looking sharp.

Get more information on the company and the job

Just as much as they want to know about your skills, employers will want to see your enthusiasm and motivation to get the job. A little information about the company like their size, recent activity and notable events can help set you apart at an interview. If you have friends or acquaintances who are familiar with the company or the industry, ask them for some details that you can use in the interview. Information is priceless.

Before the interview, go over the job posting again so the details are fresh in your mind.

Dress for the part

Dress appropriately for the job and avoid any items that may look unprofessional. The look you should be going for is simple, smart and confident.

Be on time

This is paramount. Nothing says more about you than being on time. And not showing up on time for your interview can cause you the most points with a potential employer.

Anticipate questions

Try some role-playing before the interview and do some research on frequently asked interview questions. Also be prepared for any specific job-related or previous experience related questions. Becoming familiar with them before the interview will help boost your confidence.

When you get to the interview:

Remember the seconds you have to make a first impression? Well, they start before you sit down for the interview.

Show up with your best self and also with:

- ✓ **A positive and approachable attitude**
- ✓ **Enthusiasm**
- ✓ **Interest in the interview and the job**



When you meet the employer or the person holding the interview:

- ✓ **Make eye contact and smile**
- ✓ **Introduce yourself**
- ✓ **Be confident**
- ✓ **Give a firm handshake**
- ✓ **Check your body language**
don't give out any negative vibes



During the interview:

- ✓ **Speak clearly**
- ✓ **Show enthusiasm and interest**
- ✓ **Show confidence in yourself, your skills and your fit for the job**
- ✓ **Let the interviewer lead**
- ✓ **Answer questions in a clear and concise manner**
- ✓ **Avoid criticism of previous employers**
- ✓ **Highlight the reasons you think you are right for the job**
- ✓ **Sit up straight**
- ✓ **Ask questions when it is your turn to**



What questions to ask at an interview:

- ✓ **Do not ask irrelevant questions**
- ✓ **Ask if there are any elements in your resume that would not recommend you for the job**
- ✓ **Ask what a normal day would look like on the job**
- ✓ **Ask how success is measured for this particular job**
- ✓ **Ask why the job is available, whether it is a new position or a vacancy**
- ✓ **Ask what to expect when you start the job**
- ✓ **Ask about training programs and opportunities**
- ✓ **Ask what the company's policy is regarding the structure of teams**
- ✓ **Ask about the principles of the organization**



Before you say yes

Ask yourself if you felt right about the company when you came in for the interview.

Consider if you see yourself working there.

Ask yourself if everything about the job is clear to you before you start.

Evaluate the opportunities for growth and training that the job offers.

Consider the salary and the commute and see if they are a good fit for your needs.

Consider what skills the job can teach you and if they are skills you want to develop.

If they say no

In the not so happy case the interviewer turns down your application, ask yourself a few questions about your performance in the interview and what you could improve for your next interview. It could be that you were late, you didn't research the company or the job enough, maybe you were nervous and unclear when answering questions. Think what you can improve on and work on those areas more for your next interview.

Good Luck!

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