

# A Practical Guide to Job Search Strategy

A Step-by-Step Guide to Finding the Right Role, Preparing Your Application, and Landing Interviews



In today's competitive job market, developing a clear strategy is essential.

This guide outlines key steps you can take to improve your chances of landing your ideal job.

## 1. Set Specific Goals

What are you looking for in a career? Which type of culture are you most comfortable in? What do you want your position to do for you beyond financial gain?

Ask yourself these questions before applying for jobs. Doing so will help you focus on positions that align with your goals and values.

## 2. Identify Your Strengths and Interests

Analyze your experience. What stands out? Be specific about your skills so you clearly understand the value you offer employers.

If you're a student, what are you studying? Your field of study can indicate your interests and how you might apply that passion in your career.

## 3. Create a Standout Resume

While listing your skills and experience on your resume, highlight your essential duties and accomplishments from your previous positions.

If you're a student without experience, emphasize the skills you've picked up in your classes or extra-curricular activities.

Quantify your achievements. For example, if you worked as a copywriter and an ad you wrote increased the company's revenue by 30%, write that in. Quantified achievements are powerful because they show employers the measurable impact you can deliver.

Stick to experience and education relevant to the position. For example, experience as a barista may not be highly relevant when applying for an accounting role. However, some employers value well-rounded candidates with diverse experience. Use your best judgment regarding each application.

Write your resume using a clear format. Use strong action verbs to give it a solid impact. Always check your resume carefully for spelling and grammar errors.

Your resume is the first impression your potential employer will have of you. Make it count.

## 4. Write a Compelling Cover Letter

Writing a cover letter allows you to stand out from the crowd. Use it to tell your story — show your personality while you detail how your experiences have made you a fit for the position.

Your cover letter should be specific to the job you're applying for. Don't be generic.

It's a good idea to mention an event or important news happening within the company in your cover letter. It will show the employer that you've done your homework and are interested in the company.

Like your resume, ensure your cover letter is well-written and spell-checked. A well-written cover letter is a strong complement to your application.

## 5. Know Where to Find Jobs

There are numerous job search engines you can visit to find open positions.

Many people use engines such as Indeed, LinkedIn, and ZipRecruiter. These platforms allow you to narrow your search by job title, location, education level, and salary range.

Whenever possible, apply on a company's career page. It can be helpful to contact companies directly by phone or email to inquire about open positions.

You can attend job fairs and events relevant to the industry you want to be in. This is an effective strategy to get your resume in good hands and to build a solid network.

## 6. Prepare for Your Interview and Follow Up

If you get invited to an interview, take the time until the meeting to brush up on your knowledge of the company by reading through their website and social media posts. Use what you learn to have something to talk about when you come into the interview.

Practice answering common interview questions aloud. Prepare thoughtful questions about the role and the company.

When the interview becomes a genuine conversation about how you can contribute to the company, it increases your chances of securing the role. This typically happens only when you are well prepared and genuinely interested in the role.

After your interview, if you haven't heard back in 3-5 days, send a follow-up email thanking the interviewer for their time and reaffirming your interest in the position. Bring up good points that came up in the interview. Most people overlook this step, but you'll stand out if you take the time to do it.

Virtual interviews are becoming very popular, especially with positions that you can perform remotely. If you have a virtual interview, make sure you have a quiet room and

a strong internet connection. Ensure that you have a clean, groomed appearance for the virtual meeting.

## 7. Stay Consistent

Nobody wants that dreaded email that reads, “We’re sorry, but we’ve decided to move forward with another candidate.” If it happens to you, don’t get discouraged; it’s just not the right fit right now. There are other opportunities that you can take advantage of.

Try refining your resume and cover letter. Keep practicing your interview responses. Ask for feedback from past interviews. Stay positive.

By following these steps consistently, you’ll improve your chances of finding the right opportunity.

Written By [Toire Fisher](#)