

National Able Network®

JUMPSTART!a

ACCELERATE YOUR JOB SEARCH

Student Workbook



able!^a
National Able Network®

My Skills, My Goals – The Targeted Job Search

An effective job search requires that you understand common barriers and take action to overcome them.

Common Barriers to Job Search Success

- Working Solo
- Not Using Available Employment Resources
- Lack of Objectivity
- Limited Experience in Job Search Activities
- Job Skills Mismatch
- Low Interest in Performing Job Search Activities
- Rejection and Discouragement

Q: What are some your challenges for your job search?

Notes

Q: What will be your strategies to eliminate some of these barriers?

Notes

Five Proven Job Search Strategies



- To hit your job target, your aim must be as accurate as possible.
- Stating “I want a job” is not a well-defined goal.
- To be successful with your job search, you must **define the occupational goal, use proven strategies and prioritize your activities.**

Know Yourself

Start by asking yourself some practical questions:

What do I like doing? What am I good at doing?

- Values
- Marketable Skills
- Work Experience
- Education and Training
- Relevant Accomplishments

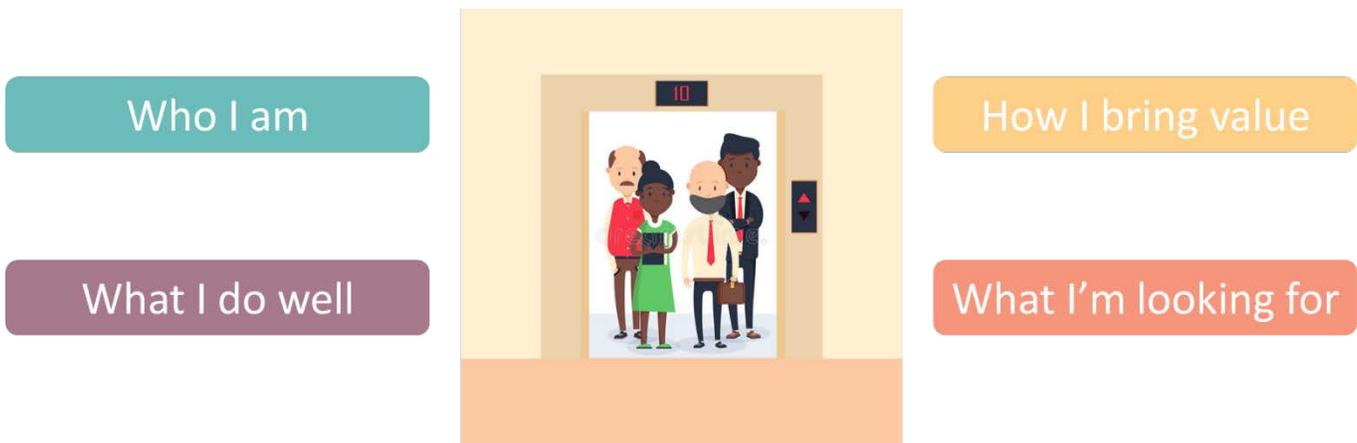
Tools to Help Identify Your Occupational Goals

- Skills Assessment Inventories
- Interest Profilers
- Personality Assessments
- Job Readiness Checklists
- Workforce and Employment Agencies
- Informational Interviews
- Volunteering

Q: Where do you find information about different industries, job titles and job functions etc.?

Notes

Create and Use an Effective Elevator Pitch



To Create a Strong Elevator Pitch, Include the Following:

- Your Name and Profession
- Your Expertise
- Types of Companies and Organizations
- Your Unique Strengths and Key Skills
- Desired Opportunity/Job
- 30-60 seconds long

Your elevator pitch should answer the questions: **Who I am, What I do well, How I bring Value, and What I am looking for.**

Elevator Pitch Example 1

“I’m Chris Jordan, and I used to be a customer service team lead at Holiday Inn. I have 7 years of experience in providing exceptional customer service in the hospitality industry. I utilized my problem solving, planning, and leadership skills to ensure that my team consistently exceeded customer service and revenue goals by over 19%.

In the last few years I’ve focused on using technology and social media to lower costs and improve the way that customer service is provided.

In addition to my extensive business skills, I’m passionate about delivering outstanding customer service in order to provide the organization with a competitive advantage. I’d like to talk to you about how I can contribute to your organization.”

Elevator Pitch Example 2

“Hi! I’m Grace Wilson and I’m interested in a Paralegal position because I have extensive knowledge of the legal process.

I’m currently a Legal Secretary at Kirkland and Ellis, and over the past 7 years, I’ve developed expertise in trial preparation by performing legal research using Lexis-Nexis to fact-check information. I’ve participated in the discovery process for over 100 cases ensuring that attorneys received accurate and relevant information reducing the overall number of court visits.

I’m proficient in Microsoft Office, SharePoint, Clio, and DiscoveryIQ and would be a great fit for a Paralegal position because of my ability to prioritize tasks, sensitivity to confidential information, and interact effectively with attorneys.

I’m looking for an opportunity with a firm that specializes in family law.”

Create a Targeted Company List

Identify specific employers where you are a good match. Here are the questions that you need to ask yourself when creating your target list.

- How well do I match the position?
- How well do I match the company’s mission/culture?
- What kind of industry do I prefer?
- What location or size do I prefer?

It’s a numbers game – so aim for 30-50 companies!

Networking – Hidden Job Market!

Networking is also about helping others solve their problems, so spend as much time asking questions to spot opportunities where you can help

Q: What percentage of today’s jobs are landed through networking?

Notes

- Employers are seeking employee networks for potential candidates.
- Most job seekers don’t realize that most of the hiring are friends and acquaintances hiring other trusted friends and acquaintances.
- When a potential employer can relate to you, you have a greater chance of getting the job.

Use Your Networks



Q: What are the Big Three Social Networking Sites?

Notes

Social Networking is a means to electronically share information and connect with others with common interests.

Job Search Work Teams

- Each team member gives a brief report on their progress, using a simple numerical progress tracking system.
- Members keep each other focused on key tasks, hold each other accountable for success.
- Job hunting issues, options and solutions are actively discussed.
- Focus: job search intensity, effectiveness, results.



Create and Manage an Effective Job Search Plan

The best job seekers research, organize, plan, implement, measure progress and adjust plans as needed.

Record Daily Activities

- New Job Leads
- Networking
- Interviewing

A goal without a plan is just a wish.

-Antoine de Saint-Exupéry

Track Your Progress and Results

- Weekly Job Search Schedule
- Job Search Log or Excel Spreadsheet
- Support Materials
- Networking Contacts
- Follow-up Strategies
- Job Search Progress Chart

Example Job Search Activities

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Seek out new job leads	Exercise	Review Job Postings	Volunteer to develop skills	Exercise
Target résumés	Research Companies	Attend Networking Event	Analyze Interview	Review week's job search progress
Complete online applications	Practice answering interview questions	Interview	Attend Informational Interview	Attend job fair
Go out with friends	Review job postings	Respond to social media job alerts	Go to a movie	Get organized

JOB SEARCH LOG

Stay organized in your job search by using a log to keep track of employer correspondence. Make copies as needed.

Organization Name: _____ Recruiter Name: _____
Address: _____ Phone: _____ Fax: _____
Email: _____ Website: _____
Username: _____ Password: _____
Position open: _____ Application deadline: _____
 Research Company via Internet, library directories, or information in the Career Resource Center
 Send resume and targeted cover letter (and any other information requested) Date sent: _____
Resume Used: _____ Cover Letter Used: _____
 Follow-up phone call to confirm receipt of resume and schedule interview Interview date: _____
 Send thank-you letter References Used: _____
COMMENTS: _____

Organization Name: _____ Recruiter Name: _____
Address: _____ Phone: _____ Fax: _____
Email: _____ Website: _____
Username: _____ Password: _____
Position open: _____ Application deadline: _____
 Research Company via Internet, library directories, or information in the Career Resource Center
 Send resume and targeted cover letter (and any other information requested) Date sent: _____
Resume Used: _____ Cover Letter Used: _____
 Follow-up phone call to confirm receipt of resume and schedule interview Interview date: _____
 Send thank-you letter References Used: _____
COMMENTS: _____

The Targeted Job Search Assessment

Carefully read each question and select the correct answer.

1. All the following would be considered a barrier to job search success except:
 - a. Working solo
 - b. Using available employment resources
 - c. Job search skills mismatch
 - d. Limited experience in job search activities

2. In establishing your job search network, you should achieve four goals: Get the word out, gather information, meet insiders at targeted industries and:
 - a. Look for job openings online
 - b. Tell people you will take any job
 - c. Get in touch with decision makers
 - d. Complete as many applications as you can

3. When creating your target employer list, you should primarily focus on all the following: facts about the employer, industry and desired position, the hiring point of contact and:
 - a. An application
 - b. LinkedIn contacts
 - c. Letters of recommendation
 - d. Reasons why you like the company

4. Once you have defined your occupational goal, you should create your elevator pitch. Your elevator pitch is:
 - a. A written statement stating who you are, what you believe in and what you have done
 - b. A short-spoken message stating who you are, what you do well and what you are looking for
 - c. An unrehearsed spoken message stating what type of job you are look for
 - d. A written letter stating why you are qualified for the job and your salary requirements

5. Managing your job search plan is just like managing any project. Two key areas to focus on while managing your plan are creating a schedule of actions and
 - a. Tracking your progress
 - b. Going through the motions
 - c. Repeating the same actions
 - d. Taking breaks

Finding Your Occupational Goal

To be truly successful with your job search your first step is defining your occupational goal. Everything else in your job search journey will flow easier once you know your specific job goal.

You can use the following resources to research information about different industries, job titles, job functions and more to help you decide and find your occupational goal.

U.S. Bureau of Labor Statistics - www.bls.gov

O*NET - www.onetonline.org

My Next Move - www.mynextmove.org

Let's explore some job opportunities that might be a good fit for you.

1. Go to the following site: <https://www.mynextmove.org>.
2. Under the **Browse Career by Industry** section, research your desired industry. Look at some of the different careers that you might be able to obtain. Explore the knowledge, skills, personality and more that are required for the desired position.
3. Under the **Job Outlook** section, click **Find Jobs** to see what jobs are available in your area.
4. Write down your occupational goal.

My current occupational goal is:

Create a Targeted Company List

Your targeted list describes the types of organizations you plan to pursue during your job search. You want to focus your time and efforts on the organizations that are the right fit for your skills, qualifications and goals. The time you spend researching and creating your list will benefit you in the long run, because you can organize and prioritize your work and remain productive.

List at least 5 or more companies where you plan to research and apply for a position.

Employer	Type of Organization	Desired Position	Website	Contact Information

Effective Elevator Pitch

Your elevator pitch is a short, positive and defining message that you want to relay to interviewers. It should tell them what you can do, what you do well, and explains how you offer something different from (or better than) others who might do the same work. Once you have created your elevator pitch, you will be better prepared to inform employers what you have to offer as an employee.

Your elevator pitch can also be the answer to the popular interview question:

“Can you tell me a little about yourself?”

When creating your Elevator Pitch, remember the following tips:

1. Don't underestimate yourself and your value
2. Leave out the negatives
3. Identify what makes you unique
4. Focus on what makes you good at what you do
5. Show interest with your behavior and attitude
6. Incorporate your strongest skills and experience
7. Focus on what you have, not what you may lack
8. Remain realistic – your elevator pitch must be full of things you can do and will do well.

Create your elevator pitch using the template on the next page.

Creating Your Elevator Pitch

Who you are	
Hello, my name is...	
I am interested in...	
Because...	
Relevant title or credentials	
I am/was...	
At...	
Areas of skills/accomplishments	
For the last __ years, I have...	
My expertise is in...	
Qualifications	
I am...	
I would be a great fit for...	
because...	
What you are looking for	
I am currently looking for an opportunity to...	

My Targeted Job Search Checklist

TASKS	YES	NO
I am aware of personal habits and common barriers that may be an obstacle to my job search.	<input type="checkbox"/>	<input type="checkbox"/>
I have assessed my skills, accomplishments, personality traits, and values.	<input type="checkbox"/>	<input type="checkbox"/>
I have a clearly defined occupational goal that aligns with my skills, accomplishments, knowledge, education and training.	<input type="checkbox"/>	<input type="checkbox"/>
I have created a targeted list of 30-50 employers where I want to focus my job search activities.	<input type="checkbox"/>	<input type="checkbox"/>
I have identified my cluster of networks and connections that I can leverage for information to find hidden jobs.	<input type="checkbox"/>	<input type="checkbox"/>
I have established an online presence using social media to increase my visibility with hiring managers and recruiters.	<input type="checkbox"/>	<input type="checkbox"/>
I have created a tangible job search plan using Excel or other preferred tool to manage and track my activities.	<input type="checkbox"/>	<input type="checkbox"/>
I have created my elevator pitch that clearly articulates skills, knowledge, and experience needed to perform my occupational goal and I have practiced it so that it sounds conversational.	<input type="checkbox"/>	<input type="checkbox"/>

The Ultimate Guide to Resumes

Many people make the mistake of thinking they will only have to create one resume and that it will get them a job.

This is no longer the case.

Purpose for Creating Resumes

The resume serves multiple purposes. For the job seeker, your resume provides a quick advertisement of who you are, your skills, abilities, and accomplishments. It should attract the attention of the employer and impress them so much that they want to learn more about your qualifications for the job. In other words, it should get you an interview!

For the employer, however, your resume serves quite a different purpose. Employers use resumes as a screening tool to determine if a candidate meets the essential functions of the job. Depending on how you have created your resume, it can be used against you to take you out of consideration for the position.

The employer will also use your resume to guide the interview. The interviewer will go through your resume, review your work history, and ask questions to tie your work experience to the needs of the position and determine if you are a good fit for the job.

Basic Types of Resumes

Short-Form	ATS	Long-Form
<ul style="list-style-type: none">• Chronological (Preferred)• Functional (Skills-Based)	<ul style="list-style-type: none">• When applying online• Typically .txt format• No special characters	<ul style="list-style-type: none">• Federal applications (USAJobs)• Higher Education

While there are various styles and versions of resumes, your work experience, type of job you are applying for, and how you are applying for it will determine the resume style to use. The three basic types of resumes are Short-Form, Long-Form and the Applicant Tracking System (ATS) Form.

Short-Form (2 pages or less)	CHRONOLOGICAL <ul style="list-style-type: none"> Preferred by most employers Most recent job history first
	<ul style="list-style-type: none"> Ideal for consistent work history
	<ul style="list-style-type: none"> Showcases accomplishments
	FUNCTIONAL <ul style="list-style-type: none"> Highlights skills, achievements relevant to position Focuses on transferable skills
	<ul style="list-style-type: none"> Ideal for varied, non-related work history
	<ul style="list-style-type: none"> Great if transitioning to new industry
	FEDERAL <ul style="list-style-type: none"> Resume serves as application Detailed personal, duties information required
	<ul style="list-style-type: none"> Formats vary based on job announcement 3-15 pages
Long-Form	CURRICULUM VITAE (“Course of Life” in Latin) <ul style="list-style-type: none"> Detailed information on accomplishments required Includes publications, awards, honors, etc.
	<ul style="list-style-type: none"> Doesn’t change with different positions; any differences are addressed/included in cover letter 2+ pages
	<ul style="list-style-type: none"> Used when submitting online job applications
	<ul style="list-style-type: none"> Converted to plain text (.txt) format
	<ul style="list-style-type: none"> Strips special formatting from content (bold, <i>italics</i>, <u>underlining</u>, etc.)
Applicant Tracking System (ATS) Form (1 or more pages)	<ul style="list-style-type: none"> Content is “left-justified”
	<ul style="list-style-type: none"> No special characters are used (bullets, “*”, “ ”, etc.)

CHRONOLOGICAL

Danni R. Jobseeker

123 Any Street, Anytown, Ohio, 12345
123-456-7890
jobseekerdannir@gmail.com
www.linkedin.com/in/dannirjobseeker

(Branding Statement communicates title, talent and strengths with a connection of those strengths to the benefits you will deliver if hired. Customized based on job description, 1-2 sentences.
Your brand sells you as the best candidate.)

SUMMARY OF QUALIFICATIONS

- First bullet contains years of experience, job title being pursued and industry of experience/transferable skills.
- 2nd bullet speaks to responsibility specific to job description.
- 3rd bullet speaks to a proficiency respective to customer service or within job description.
- 4th bullet addresses an accomplishment relevant to this position.
- 3-5 bullets total.

SKILLS

- *Bilingual in [state language] (read, write, speak)
- List major skills listed in job posting using industry-specific terminology
- Do not use generic skills such as “Exceptional Customer Service” skills, “Team Player,” “Problem-solver,” etc.
- Do not use tables or grids

WORK EXPERIENCE

Name of Employer, City, State (spelled out) month/year – month/year
Job title

- Starting with a strong action verb, list 3-5 bullet points describing specific accomplishments/achievements based on outcomes specific to job posting but not necessarily to this position. Utilize numbers, percentages and dollar amounts wherever possible. Remember, past jobs need past-tense verbs.

Name of Employer (prior to above position), City, State (spelled out) month/year – month/year
Job title

- Starting with a strong action verb, list 3-5 bullet points describing specific accomplishments/achievements based on outcomes specific to job posting but not necessarily to this position. Utilize numbers, percentages and dollar amounts wherever possible. Remember, past jobs need past-tense verbs.

Name of Employer (prior to above position, if applicable, following the above format)

EDUCATION/CERTIFICATIONS

List institution of education, City, State (spelled out) month/year graduated
Spell out degree/certification obtained

List additional institution of education, City, State (spelled out) month/year graduated
Spell out degree/certification obtained

*If applicable

FUNCTIONAL

Danni R. Jobseeker

123 Any Street, Anytown, Ohio, 12345
123-456-7890
jobseekerdannir@gmail.com
www.linkedin.com/in/dannirjobseeker

(Branding Statement communicates title, talent and strengths with a connection of those strengths to the benefits you will deliver if hired. Customized based on job description, 1-2 sentences.
Your brand sells you as the best candidate.)

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- 4th bullet addresses an accomplishment relevant to this position.
- 3-5 bullets total.

SKILLS

Skill Name (per specific skill listed in job posting, e.g. Management)

- Starting with a strong action verb, list 3-5 bullet points describing specific accomplishments/achievements based on outcomes specific to job posting but not necessarily to this position. Utilize numbers, percentages and dollar amounts wherever possible. Remember, past jobs need past-tense verbs.

Skill Name (per specific skill listed in job posting, e.g., Customer Service)

- Starting with a strong action verb, list 3-5 bullet points describing specific accomplishments/achievements based on outcomes specific to job posting but not necessarily to this position. Utilize numbers, percentages and dollar amounts wherever possible. Remember, past jobs need past-tense verbs.

EMPLOYMENT HISTORY

Name of Employer, City, State (spelled out)

Job title month/year – month/year

Name of Employer (prior to above position), City, State

Job title month/year – month/year

EDUCATION/CERTIFICATIONS

List institution of education, City, State (spelled out) month/year graduated

Spell out degree/certification obtained

Q: Which resume format will you use to build *your* resume, and why did you choose this format?

Notes

BASIC RESUME SECTIONS

Having a well-constructed resume requires ensuring that you include all the essential resume parts. Let's take a close look at each component that all resumes need to have listed.

Contact Information	Branding Statement	Summary of Qualifications	Skills	Work Experience	Education/ Training	Optional Sections
						
Address, Email	Words or Phrases	Set Resume Tone	Target to Job	Showcase Results	Relevant to Position	More Selling Points

Contact - Personal Information

This is the identifying information that appears at the top of the resume. Your contact information should include different methods of getting in touch with you. You may include an alternate address to indicate where an employer may contact you if you currently reside in more than one location. However, at minimum your contact information should include the following:

- Your current address (can just be city, state, and zip code).
- Telephone number (you do not need to put “Cell,” “Home,” or “Mobile” in front of your telephone number).

Typically, most people also include the following information:

- Professional Email address (you do not need to put “Email” in front of your email address).
- Personal web page(s).
- LinkedIn website address (your LinkedIn Universal Resource Locator or “URL”).

Q: How could your contact information be used against you?

Notes

Professional Branding Statement

What ONE WORD best describes you?	What is your leadership style?	What is your communication style?	What makes you stand out from the competition?
<ul style="list-style-type: none">• Examples: robust, tenacious, effervescent, courageous, persuasive, resilient, etc.	<ul style="list-style-type: none">• Are you an influential leader?• Supportive mentor and coach?	<ul style="list-style-type: none">• Are you an attentive listener?• Articulate communicator?	<ul style="list-style-type: none">• Are you Bi-Lingual?• Possess relevant business knowledge as a Subject Matter Expert?• Earned a reputation as an industry leader?

Professional Branding Statement

Current resume format has done away with the Objective statement, replacing it with the Professional Branding Statement. The Branding Statement that communicates who you are in the workplace. Borrowed from the marketing world, it reflects your professional reputation. On your resume, the statement is used to summarize, in just a few words, who you are.

Why is a professional branding statement significant? It gives a snapshot of your history in the field while providing branding attributes that describe what makes you a great fit for the position. It also gives examples of previous accomplishments that offer insight into how you can help an employer succeed and sets the tone for the rest of your resume.

Professional Branding Statement Examples

Example #1

Management | Sales | Marketing | Merchandising | Sourcing | Startups

Example #2

“EXCEPTIONAL CUSTOMER SERVICE IS THE FOUNDATION FOR SUCCESS”

Example #3

Consistently Increases Department Operations by 20% or More

Example #4

Poised to contribute strong interpersonal, communication and clerical skills experience in a front-line, customer support role

Summary of Qualifications

The Summary of Qualifications section is the third section on a resume. It consists of 3-5 concise statements detailing significant accomplishments and other information at the top of your resume. The sooner the employer finds this information on your resume, the better. One way to get your point across quickly is to list your skills that pertain to your expertise and the open job position. Here are tips for coming up with a good bulleted list highlighting your job qualifications:

- Read the job posting carefully to see what the job qualifications and requirements are.
- Use your previous job descriptions as a checklist to be sure all relevant job qualifications are on your resume. Relevant qualifications are those that support your current job objective.

Summary of Qualifications Formula

- First bullet contains years of experience, job title being pursued and industry of experience/transferable skills.
- 2nd bullet speaks to a responsibility specific to job description.
- 3rd bullet speaks to a proficiency respective to customer service or within the job description.
- 4th bullet addresses an accomplishment relevant to the position, ideally using numbers, percentages, or dollar amounts.
- 3-5 bullets total.

Summary of Qualifications Example

- 8+ years of experience as a Customer Service Representative in multiple industries.
- Works with vast variety of people in different situations; effective in resolving customer issues in a timely fashion.
- Demonstrates integrity and respectfully interacts with vendors, customers, management staff and peers; received Employee of the Month designation for 3 consecutive months.
- Current and past perfect driving record, able to drive both car and van delivery vehicles.

(More Summary of Qualifications examples in Additional Resources, starting on page 33.)

Work Experience

This section typically includes a list of your experience for the past 10-15 years. Using the Chronological format, the most recent employer is listed first, following the format below. Each subsequent employer, job title and accomplishments are listed after that. Use the section title “Work Experience” rather than other titles to avoid throwing off the Applicant Tracking System (ATS) software.

- Names of the companies you worked for.
- City and state for each company.
- Titles/positions you held.
- Your employment dates for each job.
- Duties you performed.

With the resume Functional format, only the employer, job title and employment dates for each job are listed and is towards the bottom of the resume.

Typically, 3-5 bullets per job will do. Each bullet point follows the **S-A-R** format which is addressed on Page 11.

Education and Training

An Education section highlights your relevant formal education and training. If you have significant work experience, this section of your resume may be very brief. This section can be either at the top of your resume or at the bottom of your resume based on the significance of education for a position. For example, it would be towards the top for a healthcare position since but at the bottom for a project manager position. Include the following information in this section:

- The name of the University, College, Professional and/or Technical School.
- Date of Graduation (actual or anticipated).
- City and State.
- Degree(s) or Certificate(s) earned.
- Grade Point Average (GPA) if over 3.0 and for someone just out of school.

Optional Resume Sections

You can also include additional sections based on your professional experience. Remember: your resume is a sales document and should be used to showcase all you have to offer an employer. Be creative and add information that markets your skills and accomplishments.

- Additional Relevant Experience
- Internships
- Volunteer Experience
- Professional Affiliations
- Military Experience

Resume Action Words

By using powerful and dynamic action words on your resume, you can describe your experience very specifically and in fewer words and capture the employer's attention.

Resume Action Words Examples

Advised	Compiled	Critiqued	Resolved	Recruited	Prepared
Trained	Improved	Influenced	Invented	Supervised	Illustrated
Motivated	Upgraded	Negotiated	Guided	Generated	Oversaw
Coached	Designed	Directed	Created	Established	Examined

**(More Action Verbs in Additional Resources,
starting on page 76.)**

Q: What are some of the actions words you can incorporate into your resume?

Notes

Situation – Action – Result

Many resumes simply list the duties and/or responsibilities that ANY breathing human would have performed in the role. This will not set your resume apart from the competition! Whenever possible, focus on your achievements by using the Situation – Action – Result method. Tell what the situation was when you started, what action(s) **you** took to affect the situation and quantify the results you were able to obtain. **Use specific numbers, percentages, or dollar amounts whenever possible.** Showcasing your accomplishments gives the interviewer an idea of what you can do for them based on what you have been able to achieve in the past.

Using **S-A-R** “*answering phones*” becomes:

“Answered 90% of calls within 30 seconds, exceeding performance expectations by 19%.”



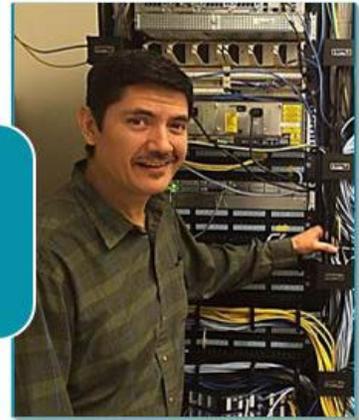
Using **S-A-R** “*addressed patient complaints*” becomes:

“Developed, implemented patient grievance process which increased department’s efficiency.”



Using **S-A-R** “*administered firewalls*” becomes:

“Administered multiple PIX firewalls throughout WAN to ensure LAN integrity from external threats, reducing network downtime by 33%.”



What Is Applicant Tracking System Software (ATS)?

ATS software typically eliminates 90% of resumes submitted for a given job posting.

Applicant Tracking System Software (ATS) is an application designed to collect and maintain information on each job applicant. It scans each resume, cover letter, and other documentation and looks to see if key words and terminology listed in the job posting are also in the submitted documentation. These words are considered “data points.”

The ATS then ranks each resume and forwards resumes with higher rankings to the recruiter, HR representative, hiring manager, or other decision maker. Resumes with a lower data point match are put in a data base and may or may not be retrieved later.

Job Posting

Description: Network Engineer

Network Engineer Job Purpose: Establishes and maintains network performance by building net configurations and connections; troubleshooting network problems.

Network Engineer Job Duties

- Establishes networking environment; system configuration; direct, defining, documenting, and standards.
- Maximizes network performance; troubleshooting and outages

Skills/Qualifications: Problem Solving, LAN and Networking Knowledge, Proxy Servers, Network Design and Implementation, Network Troubleshooting, Network Hardware Configuration

Résumé

SUMMARY OF QUALIFICATIONS

- Talented Network Engineer with 7+ years' experience as a Network Support Specialist
- Proven track record monitoring, solving and troubleshooting IP network issues, outages in timely and cost efficient manner
- Strong leader with project management experience training developers and advising technical groups on performance.

MS Proxy Server
brook, Illinois

- Implemented migration of LAN, WAN links to new service provider, restored configuration for the PIX, Cisco routers and Catalyst switches.
- Built net configurations and supported multiple remote site installations.
- Implemented wireless communication, enforcing system and policy standards.

Job Scan
www.jobscan.co/#

Here are some techniques that you can use to defeat ATS software:

1. Use Jobscan to optimize your resume with key words from the job description.
2. Avoid fancy fonts, tables and don't insert page headers, footers, or resume templates. Use Arial, Calibri, Georgia or Times New Roman font styles.
3. Spell out any credentials or titles such as CCNA or MBA and use both. For example: Cisco Certified Network Associate (CCNA)
4. Read the application instructions carefully before submitting your resume. You may be asked to submit your resume in plain text (.txt), Word (docx.), or another format.



BEST PRACTICES FOR CREATING A RESUME

On average, recruiters spend only **6** seconds reviewing a resume. Based on this initial scan they then decide if they should review the entire resume or move on to the next one.

Since recruiters spend so little time reviewing resumes, it is critical that you use the following best practices create a targeted, relevant resume that stands out from others:

- Make your resume “readable” by not cramming everything you’ve ever done on a page. Make information easy to find by using “white space.” Limit information to the past 10-15 years.
- Do not use an “Objective Statement.” Use a “Summary of Qualifications” section instead.
- Capture the prospective employer’s attention with a strong Professional Branding Statement and Summary of Qualifications.
- Use the Situation-Action-Results (S-A-R) method to frame achievements.
- Defeat the Applicant Tracking System (ATS) using the suggestions provided above.
- Use Jobscan to customize your resume for each position.
- Use trusted friends, colleagues, or industry professionals to review and proofread your resume.

What is a Cover Letter?

Cover Letters help open doors to prospective employers.
A well written cover letter helps secure a job interview.

Career
changers

Employment
gaps

Transferable
skills

INFORMATION

Flesh out
resume content

Increase
job application
points

Additional
marketing
opportunity

Cover Letter Purposes

1. Introduces you and your resume to an employer.
2. Details why you are a good match for the organization and the position.
3. Demonstrates your abilities and helps to establish your credibility.
4. Draws your readers' attention to specific qualifications.
5. Provides a sample of your written communications skills.
6. Explains when you plan to contact your prospective employer.
7. Provides information which enables the employer in determining who should interview.
8. Provides another opportunity to repeat job posting key words and phrases. This increases the likelihood the applicant tracking system (ATS) software will forward cover letter and resume to a “human being” (recruiter, HR representative, department manager, etc.).

Cover Letter Example

Dear Ms. Smith,

The ability to effectively manage department operations involves an awareness of market and buyer trends and is key to a profitable company. This is a strength I have utilized in my 8-year career and has enabled me to increase annual revenues 10% year over year. After learning about the position on LinkedIn, I am confident that my diverse skills and qualifications would make me an asset to your team.

Throughout my career, I have maintained the highest performance standards within a diverse range of customer service functions which is clearly illustrated by my past successes. As Assistant Manager of Bath and Body Works, I managed the daily operation and payroll for 15+ associates. Additionally, as Customer Service Leader, I implemented innovative motivational techniques which positively influenced team behaviors and increased sales revenue. Some of my other achievements are as follows:

- Provided customers engaging visual presentations and brand presentations which promoted return business;
- Implemented a successful associate monitoring system that tracked and documented associate sales revenue;
- Performed and monitored administrative and clerical tasks to ensure operational reports were completed as scheduled; and
- Processed daily merchandise and damaged goods refunds and exchanges, guaranteeing superior customer service was provided.

With excellent organizational and communication skills, outstanding work ethic, and the ability to work well in both team-oriented and self-directed environments, I am positioned to exceed your expectations. I will contact you in the next couple of days to schedule a time to meet with you to discuss how my qualifications would bring value to your organization. Thank you for your time and consideration.

Sincerely,

Danni Jobseeker
jobseekerdannir@gmail.com
(123) 456-7890

BEST PRACTICES FOR CREATING COVER LETTERS

- The introduction of the cover letter includes the position that you are applying to and where you heard about the opportunity.
- The body of the letter succinctly details why you are the best fit, provides achievements related to the position, and states why you would like to work for the organization.
- The closing is where you sum up your qualifications and state how you will follow up.
- Your cover letter should only be 3/4ths of a page. If it's a page or more, it is too long. If applying via email, your cover letter content serves as the body of the email with your resume included as an attachment.

Commonly Asked Questions about Resumes

1. **What goes first - education or experience?** It depends on whether your degree/training or your experience is your best-selling point. Always list the most relevant section first. *Generally, if you are a current college student or about to graduate, list education first. If you are currently working, list work experience first.*
2. **Do I have to list my address?** While jobseekers were once advised to include as much contact information as possible, the emerging trend for is to include only a city and state (no street address), a single phone number (no second/third number, no fax number), and a single email address.
3. **Can my resume have more than 2 pages?** Focus on resume content, not length. Is everything on your resume relevant to the role and targeted to the job posting? If so and you only have one page, then great. If two pages, then even better for you have even more information targeted to the position. Don't go over 2 pages! If you are using less than a third of a page on the second page, condense your content so that all information is on one page.
4. **What font theme and text size should I use for my resume?**
Suggested Theme Font Options: Arial, Calibri, Times New Roman, or Georgia (typically the cleaner, the better). *Font Size:* 11-12.
5. **Should I list my references or use the line: "References available upon Request?"** This phrase should be excluded as it is a dated technique for resume writing. List your references on a separate sheet of paper and provide them once they have been requested.

WHAT'S NEXT? Don't hesitate to search for resume samples on Google or other websites to obtain examples of resumes for your desired position and get ideas on what content to use.

After creating your resume, save it as a Word document. Also convert to and save a "plain text" version (.txt) which can be submitted when applying for jobs online.

The Ultimate Guide to Resumes Assessment

Carefully read each question and select the correct answer.

1. The purpose of a resume is to attract the attention of the potential employer and impress them so much they:
 - a. Hire you
 - b. Invite you to interview
 - c. Follow you on Twitter
 - d. Check your references

2. All the following are purposes of a cover letter **except**:
 - a. To introduce you and your resume to the potential employer
 - b. To explain why you are applying
 - c. To detail why you are a good match for the position and company
 - d. To replace your resume

3. Which of the following resume types is most widely recognized and most preferred due to its ease of readability?
 - a. Functional
 - b. Chronological
 - c. Combination
 - d. Specialized

4. When demonstrating your specific accomplishments as a result of your work, it is helpful to use this method:
 - a. Duties, Effort, Praise
 - b. Notice, Action, Reward
 - c. Situation, Action, Result
 - d. Task, Request, Result

5. A great way to attract the potential employer's attention is really pulling out relevant and impressive qualifications throughout your career and highlight them in your
 - a. Branding Statement or Professional Summary
 - b. Work History
 - c. Education
 - d. Contact Information

JUMPSTART! RESUME DEVELOPMENT WORKSHEETS

The following worksheets will help you construct various sections of your resume. Think about the following areas and make notes for each section as appropriate. This will help you develop a professional resume with relevant and necessary content. If a category does not have enough space, please feel free to use scrap paper.

HEADING/CONTACT - PERSONAL INFORMATION

Please use the space below to record your heading/contact information.

Name _____

**** (Make sure your name is between 14-16 font or larger than the remaining personal information.)**

Address _____

**** (Include the address only if you are comfortable in doing so.)**

Phone _____

**** (Make sure you list one contact number in which messages are retrieved daily.)**

Email _____

**** (Make sure your email address is one that you check daily, utilizes a current carrier (e.g., Gmail) and is professional.)**

PROFESSIONAL BRANDING STATEMENT

Please use the space provided to create your own Professional Branding Statement. (For Examples, see page 21.)

SUMMARY OF QUALIFICATIONS

Please use the space below to record 3 to 5 concise qualification statements. A Summary of Qualifications Statement may be in a paragraph or bulleted list format. Typically, if listing only 3 statements, bullets are not needed. If 4 or more statements are listed, then using bullets makes it easier for the human eye to “scan.”

Summary Statement (Paragraph Examples)

Example #1

Driven Retail Manager with over ten years’ experience in the fashion industry. Proven track record of success, including managing the top performing store in the region, and having the lowest staff turnover rate of all UK outlets. Looking for the right opportunity to bring my expertise to a well-established fashion brand in an upper management position.

Example #2

Bilingual Human Resources professional (English/Spanish) with 10+ years of legal, government, military, and corporate experience in a variety of settings. Proficient in investigating Equal Employment Opportunity (EEO) and civil rights violations for union and non-union employees. Adept in implementing employment engagement, onboarding, and talent acquisition approaches which produce desired results.

Summary Statement (Bulleted List Examples)

Example #1

- 3 years’ experience working in the _____ (fill in the blank) industry.
- Competent at managing responsibilities in a high-volume environment to achieve desired results.
- Skilled at interacting with customers of all socioeconomic backgrounds to maximize return business.
- Eager to collaborate with clients, staff, and other stakeholders to achieve optimal outcomes.

Example #2

- Able to work in a fast-paced, intense environments smoothly and confidently.
- Possess in-depth knowledge of _____ (fill in the blank) with applications in a variety of settings.
- Adept at balancing books and handling finances with 0 errors.
- Hire, train, and supervise work crews with optimal performance goals in mind.

Summary Statement (Bulleted List Examples, continued)

Example #3

- Resourceful in solving problems and maximizing resources.
- Skilled in working with diverse clientele with diplomacy and professionalism.
- Possess excellent hand and eye coordination which promotes a safe work environment.
- Consolidates ideas, processes, and workflow concepts to ensure clear goals and expectations are met and surpassed.

Create Your Summary of Qualifications here:

Work Experience

Please include your employment information in the spaces provided. This will help form the main body of a chronologically formatted resume.

Position/Title _____

Dates _____ to _____

Employer/Company _____

City, State _____

Specific Accomplishments (quantify whenever possible) _____

Position/Title _____

Dates _____ to _____

Employer/Company _____

City, State _____

Specific Accomplishments (quantify whenever possible) _____

Position/Title _____

Dates _____ to _____

Employer/Company _____

City, State _____

Specific Accomplishments (quantify whenever possible) _____

EDUCATION AND TRAINING

List all colleges and universities from which you have earned or will earn a degree. Do not abbreviate. Start with your most recent.

School _____

City _____, State _____

Degree GPA _____

Graduation Date (Month/Year) _____

Major(s) _____

Emphasis/Concentration _____

Minor(s) _____

Semester Hours/Honors _____

School _____

City _____, State _____

Degree GPA _____

Graduation Date (Month/Year) _____

Major(s) _____

Emphasis/Concentration _____

Minor(s) _____

Semester Hours/Honors _____

CERTIFICATIONS & LICENSURES

Examples might include CPR/First Aid, Microsoft, Teaching, etc....

Name of Certificate/License _____

Date Rec'd/Expires _____

Organization granting Certification/Licensure _____

Name of Certificate/License _____

Date Rec'd/Expires _____

Organization granting Certification/Licensure _____

Name of Certificate/License _____

Date Rec'd/Expires _____

Organization granting Certification/Licensure _____

PROFESSIONAL ASSOCIATIONS (Optional)

List name of organization and dates of membership. Note if you are a student member of a professional association/organization.

RESEARCH, CLASS PROJECTS (Optional)

Note research or class projects which are related to your field of interest.

HONORS & AWARDS (Optional)

Include name of honor/award, date received & name of organization giving award.

COMMUNITY INVOLVEMENT – Campus, Community, Volunteer (Optional)

Highlight activities that demonstrate involvement in organizations, leadership roles and note length of membership.

REFERENCES

NOTE: References are **not** included on your resume. Create a separate references page, listing at least 3 individuals who can attest to your work ethic, academic performance, skills and abilities. Ask these individuals to serve as references **prior** to including on your reference page.

Name _____ Title _____

Organization _____

Email Address _____

Phone _____

Name _____ Title _____

Organization _____

Email Address _____

Phone _____

Name _____ Title _____

Organization _____

Email Address _____

Phone _____

My Resume Checklist

TASKS	YES	NO
I have accurately entered my contact information, including a professional email address.	<input type="checkbox"/>	<input type="checkbox"/>
I understand the advantages and disadvantages to the different types of resumes, and I have selected the format that will best represent me.	<input type="checkbox"/>	<input type="checkbox"/>
I have created a professional branding statement and summary of qualifications that any reader would immediately know what type of job I am looking for without question.	<input type="checkbox"/>	<input type="checkbox"/>
My work experience goes beyond my job title, employer name and years of employment by using the S-A-R method to quantify accomplishments relevant to my career path or occupation goal. I have listed at least 2 positions.	<input type="checkbox"/>	<input type="checkbox"/>
I have accurately entered the past 10-15 years of work history.	<input type="checkbox"/>	<input type="checkbox"/>
My education section reflects all post high school accomplishments and certifications relevant to the position.	<input type="checkbox"/>	<input type="checkbox"/>
I am aware of best practices to use when crafting my resume and will use techniques that will defeat Applicant Tracking System software.	<input type="checkbox"/>	<input type="checkbox"/>
I have spell and grammar checked my resume and have provided my final version to my Career Coach.	<input type="checkbox"/>	<input type="checkbox"/>

LinkedIn: Maximize Your Professional Potential

95% of Recruiters and Hiring Managers currently use LinkedIn to find candidates.

www.usnews.com

What Is LinkedIn?

LinkedIn is the largest professional networking site that you can use to build your network, professional brand and obtain employment. You can use LinkedIn to connect with professionals who have similar interests and experiences, and/or who work in your desired industry.

Q: What is the definition of professional networking?

Notes

With LinkedIn you can do the following:

Maintain your professional online image	Join LinkedIn Groups that match your interests
Connect with previous co-workers, employers	Participate in blogs and conversations to demonstrate your skills, expertise
Connect with company insiders, decision makers	Increase your professional internet identity via regular LinkedIn site activity

More and more employers are using LinkedIn to find candidates and review their profiles before even extending an opportunity to interview. More than 80% of LinkedIn members are decision makers in their organizations.

LinkedIn users create professional profiles that allow other site members to learn more about their background and expertise. There are over 550 million users, in over 200 countries and in 24 languages. When you create your profile and use LinkedIn, you want to make sure you are making a great professional impression. Once you create a profile, you can also add other users, known as connections, to develop and expand your network.

A successful job search will require that you have an effective LinkedIn profile that prospective employers can access.

Visibility and Privacy Settings

If you want to get results from your LinkedIn profile, then you want to make sure that anyone can view it, whether they are logged in or not. However, you need to decide where you want to be on the **visibility scale**, which ranges from extremely selective (only certain people can see your profile) to completely open networking (where everyone has access to your profile). Consider your goals regarding LinkedIn and the degree of connection you want. It is recommended that you lean toward the open networking end of the scale for several reasons:

1. Your visibility is proportional to the number of connections you have.
2. The more 1st level connections you have, the greater the chance you will show up higher in keyword searches.
3. The more connections you have, the more profiles you can view with the most content.

When you are developing your profile, you should have your privacy settings at the level where no one can see your profile. When you are ready to “go live,” your settings should be at the visibility level where you are most comfortable. **Remember, the more visible you are, the greater are your connection opportunities.**

Here are some tips for creating your Visibility/Privacy Settings:

- Click the drop-down menu by View Profile as.
- Ensure all checkboxes for each section are not checked (i.e., not visible).
- You can also access your Privacy & Settings by selecting your small picture in the upper right-hand corner of your LinkedIn page.
- Select Privacy.
- Select “Only You” regarding “Who Can See Your Connections.”
- Also select the “circle” to “No” regarding “Sharing Profile Edits.”

Q: Why are Privacy Settings important?

Notes

- **Summarize, demonstrate** expertise
- **Apply for, post** open positions
- **Skill development** via LinkedIn Groups



- ✓ Online Presence
- ✓ Findable
- ✓ Searchable (SEO)

Q: Why is having an online presence important?

Notes

Profile Purpose

To reap the benefits of conducting an effective online job search, you and your LinkedIn profile must meet 3 criteria:

- You must have an **online presence**. Employers state they cannot locate qualified candidates and are using the internet and social media to find them. If you have not created an online presence, then you may be overlooked.
- You must be **findable**. Prospective employers or other professionals who may want to connect with you must be able to find you and not someone else who happens to share your name. If you have a common name or a name that others share, you must distinguish your name from others, so you can be found. You can also be “found” by putting your LinkedIn “URL” on your resume. See “**Customize Your Public Profile URL**” below.
- You must be **searchable**. Recruiters, hiring managers and other decision makers will use job posting key words and other industry-specific terminology to search for candidates to fill specific positions. You need to incorporate such key words and terminology throughout your profile to obtain search engine optimization (SEO).

Q: How can your LinkedIn profile be used?

Notes

Main Profile Components



Professional Photo
Branding Headline
Profile Summary
Recommendations

Branding Headline Examples



Mary Smith 3rd
Driven Administrative Assistant | Analytical Support | Proactive
Greater Chicago Area • Pharmaceuticals



James Sanchez
Will meet all your maintenance needs: Electrical repair, floor finishing,
painting, sanitation; Building Maintenance Certified
Greater Chicago Area • Management Consulting



Maria Jonas, RN 3rd
Registered Nurse, Newborn Specialist - Baby Nurse - Nanny &
Estate Manager To High **Profile** Families
Greater New York City Area • Staffing and Recruiting

Q: Why is having a clear and captivating Branding Headline important?

Notes

Customizing Your Public Profile URL

You can further support your “brand” by changing or customizing your public profile URL (your personal LinkedIn website address). Your custom URL can have 3-100 letters or numbers. Do not use spaces, symbols, or special characters.

You can simply list your name or make your LinkedIn URL more creative by adding in your job title or other descriptive words. Creating a unique URL is a terrific way to pull everything together and showcase you are truly a professional at what you do. You can only have one custom public profile URL at a time.

 **Edit your custom URL**
Personalize the URL for your profile.
www.linkedin.com/in/yournamespecialty


LinkedIn Profile Summary Example

I'm a marketing manager with 10 years of experience in both web and traditional advertising, promotions, events, and campaigns. I have worked on integrated campaigns for major clients such as Etrade, Bank of America, Sony Music, and Microsoft and have been recognized with several awards during my career.

Until recently, I led marketing for XYZ Corp, a software developer focused on middleware for the video game industry. In this role I was focused on B2B marketing, although I have done extensive B2C work in the past. Successes included creating a social media and online advertising campaign that generated enormous media buzz and was key to the successful launch of the Zwango software in 2010. Previous experience includes agency work with XYZ & Partners and Red Dog Marketing.

Colleagues know me as a highly creative marketer who can always be trusted to come up with a new approach. But I know that the client's business comes first, and I never try to impose my ideas on others. Instead, I spend a lot of time understanding the business and the audience before suggesting ideas. I can (and often do) work well alone, but I'm at my best collaborating with others.

I have an MBA from New York University and a BA from the University of Southern California.

I am currently freelancing while I pursue new opportunities and can be reached either through this profile or by phone at 773-555-5555.



Here are some tips to consider when creating a LinkedIn profile:

- Before starting to write your profile, be clear about your objectives. What do you want to achieve with your profile? How do you want to be perceived by your profile?
- According to LinkedIn, adding a profile picture makes your profile 14 times more likely to be viewed. Dress professionally for your picture – wear clothing you would wear to an interview. Do not include anything in the picture, such as kids, pets, etc.
- To make your profile searchable, you should define the keywords that best showcase your skills, interests, strengths, and qualities. These words are often stated in position job postings. Make sure to use these keywords when filling out your profile sections.
- Make sure that when an employer performs a search for your profile, it will not reveal anything negative or questionable about you. Be honest and professional.
- The Experience section should convey the quantified value that you can bring to your connections by showcasing the problems you solved, results you had, and skills you developed. Quantify your results, by using numbers, percentages, or dollar amounts whenever you can.

A well-developed and cultivated network produces opportunities for both professional skill development and employment advancement.

Proactive Searching

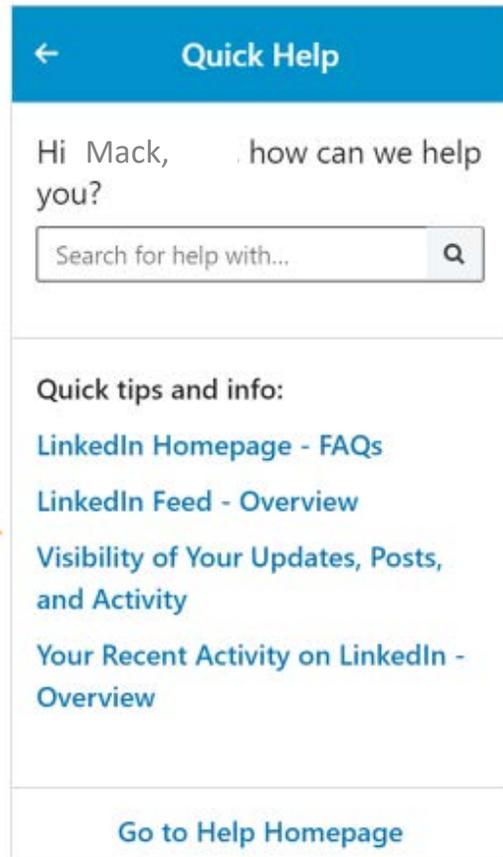
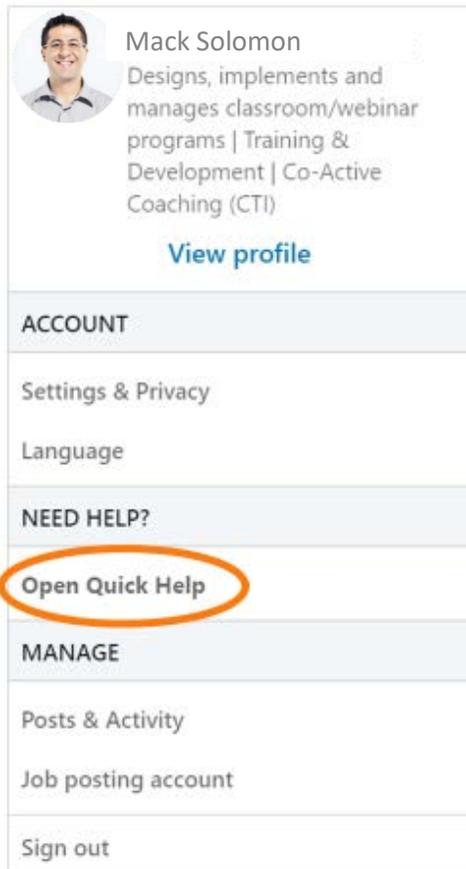
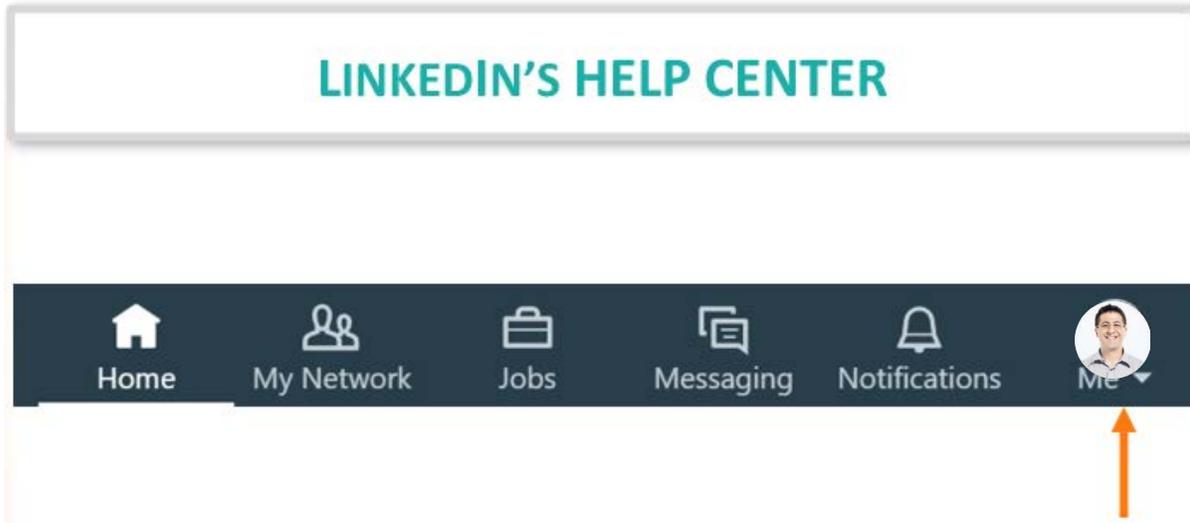
Many people do not use LinkedIn to investigate potential job openings and/or to broaden and expand their professional network. LinkedIn's Advanced Search features are an efficient way to investigate specific job postings, decision makers, skill development opportunities and other industry information.



Using LinkedIn's various Job Search features enables you to conduct a more targeted and results-driven job search strategy.

Q: What are some key words you could use to conduct Advanced Searches on LinkedIn for Jobs, People, and LinkedIn Groups?

Notes



LinkedIn: Maximize Your Professional Potential Assessment

Carefully read each question and select the correct answer.

1. LinkedIn is a business-oriented social media site that is mainly used for:
 - a. Photo sharing
 - b. Posting updates
 - c. Professional networking
 - d. Posting resumes

2. LinkedIn is a fantastic tool to grow your professional network because once you connect with someone you then have access to what is called your:
 - a. Friends and family
 - b. Extended network
 - c. Alumni
 - d. Business connections

3. All of the following are essential components of an effective LinkedIn profile except:
 - a. Work experience
 - b. Branding headline
 - c. Summary
 - d. Blank photo

4. The best use of your extended network is to take your targeted company list and:
 - a. Find people that work or have worked in those companies and use your connections to get introduced
 - b. Monitor job postings that they post
 - c. Try to find the human resources manager of the company
 - d. Find people currently employed in a position that you would like and compare their profile to yours

5. To maximize the outreach power of LinkedIn, you should make your public profile as visible as possible because:
 - a. Details do not matter
 - b. Your profile will not come up in search engine results
 - c. This is the best way to have people that can help you find you
 - d. Only my connections can see it

What Is LinkedIn?

LinkedIn is the largest professional networking site that you can use to build your network, professional brand and obtain employment. You can use LinkedIn to connect with professionals who have similar interests and experiences, and/or who work in your desired industry.

Use the space below to draft your Branding Headline

Create Your Unique URL (LinkedIn web address) here:

--

LinkedIn Profile Summary Formula

1. **Start with You Today:** Your current professional experience in one sentence.
2. **Add Your Relevant Value:** Your experience, skills and results (quantified) that will indicate your potential. This should be relevant to your target occupational goal and your LinkedIn audience.
3. **Share Your Passion:** Let your audience know you are excited about what you do by sharing your favorite part of your current and/or recent experience.
4. **Share Your New Goal:** Transition from your passion into what you want to do in the future. Your passion should be relevant to your occupation goal for this to make sense. If you are a career-changer or new college/training graduate without experience, be sure to add an example of how you are gaining real-world experience.

LinkedIn Profile Summary Example

1. **You Today:** “I am currently in National Able Network’s ITCL Training Program to become a Tier 1 Helpdesk Support Specialist.”
2. **Your Relevant Value:** “I’ve spent the last [FILL IN THE BLANK months/years] [BRIEFLY STATE WHAT YOU HAVE BEEN DOING RELATED TO INFORMATION TECHNOLOGY] and possess a working knowledge of AD, GoToAssist, and [FILL IN ANY OTHER RELEVANT INFORMATION].”
3. **Your Passion:** [STATE WHY YOU WANT TO GO INTO THIS INDUSTRY, YOUR SPECIFIC SKILL SET AND WHY THIS PARTICULAR POSITION].
4. **Your New Goal:** “I desire to transition these skills into the Helpdesk Support Specialist role. I know Information Technology is a competitive field, but this is the kind of work that is really exciting to me. My training in the ITCL Program has built up the industry skills necessary to make the transition and I am eager to discover any available opportunities.

Create your Profile Summary using the template on the next page.

LinkedIn Profile Summary Template

You Today	
I am...	Your current professional status and occupational goal in 1 sentence:
Your Relevant Value	
I have spent the last _____ months/years...	What you have been doing related to your occupational goal:
Your Relevant Working Knowledge, Degrees, Certifications, Accomplishments	
I have a...	Describe your experience, education, training and accomplishments:
Your Passion	
I am seeking a position in this industry because...	Why are you excited about doing this type of work:
Your New Goal	
I am looking for an opportunity to...	Describe assistance needed to get closer to your occupational goal:

Networking Clusters

List 3 people for each Networking Cluster Category

Decision Makers/Insiders			
Community Contacts			
Alumni			
Target Peers			
Volunteering			
Professional Affiliations			
General Network			

My LinkedIn Checklist

TASKS	YES	NO
I have included a professional-looking profile photo of myself and my contact information is correct.	<input type="checkbox"/>	<input type="checkbox"/>
I have added a branding headline that captures what I do, NOT who I am, and reflects my desired industry and location.	<input type="checkbox"/>	<input type="checkbox"/>
I have included a first-person summary offering a glimpse of who I am, my background and what I am looking to accomplish.	<input type="checkbox"/>	<input type="checkbox"/>
My work experience goes beyond my job title, employer name and years of employment to include quantified accomplishments relevant to my career path or occupation goal. I have listed at least 2 positions.	<input type="checkbox"/>	<input type="checkbox"/>
I have selected 5-10 skills that I choose to be endorsed for based on relevancy to my career path or occupation goal.	<input type="checkbox"/>	<input type="checkbox"/>
I have reviewed and I am comfortable with my visibility and privacy settings.	<input type="checkbox"/>	<input type="checkbox"/>
My Branding Headline, Profile Summary, and current/past Work Experience includes industry-specific key words to maximize Search Engine Optimization (SEO).	<input type="checkbox"/>	<input type="checkbox"/>
NEXT STEPS		
Expand Network (50+ connections)	<input type="checkbox"/>	<input type="checkbox"/>
Follow Targeted Companies (5-50 companies)	<input type="checkbox"/>	<input type="checkbox"/>
Get Connected to Company Insiders, Decision Makers	<input type="checkbox"/>	<input type="checkbox"/>
Join/Participate in LinkedIn Groups (5-50 Groups)	<input type="checkbox"/>	<input type="checkbox"/>

Interview Success – All the Answers

The Definition and Purpose of the Employment Interview

The Employment Interview is potentially one of the most important business meetings in your life. How successful you are with the Employment Interview can determine if you will work in a job you love and pays well – or – possibly not working at all.

Q: What is the definition of an employment interview?

Notes

Q: What is the purpose of an employment interview?

Notes



Interview Hiring Process

Employers use a wide variety of approaches to interview potential employees. The main thing to remember is to be prepared and put your best foot forward regardless of the Employment Interview type. Interview preparation is the key to success.



Listed below are some common Employment Interview methods

Type of Employment Interview	Description
Screening	
Phone	
In-Person	
Video	
Panel	
Situation-Based	

Research the Employer and Plan for the Interview

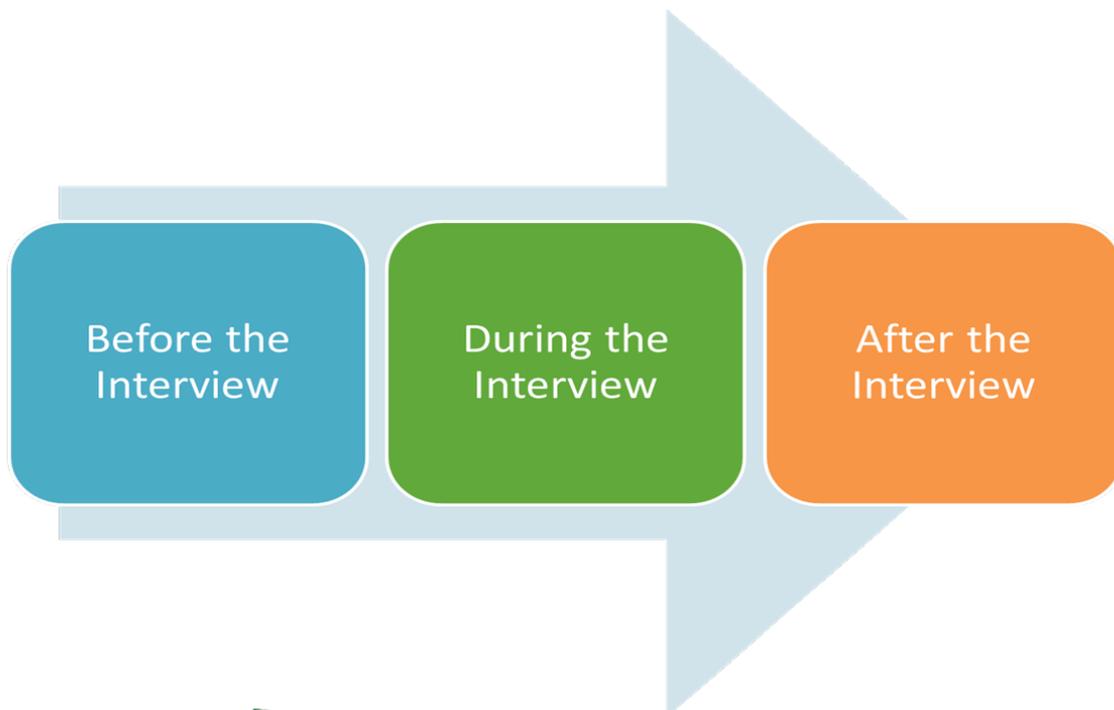
Successful interviewing is a process – not an event. As such, you will need to first research and plan for the interview.

Research – Primary areas to focus on are the:

- **Company** – Do your homework! Learn as much as you can about the company before the interview. Talk to people who work there, go to the library or research the company online. Find out what services/products the company provides, how long they have been in business, whether the company is growing or downsizing, the company’s reputation, etc. An interviewer will be impressed that you have tried to learn about the company. Read any material they send you! Know where you are going. Drive by the site of the interview a day or two before the interview.
- **Job description or Position** – Review the job description, highlight the key words and industry lingo; make sure that you use the same words as you answer the employers interview questions.
- **Salary** – Will the position provide enough income to meet your financial responsibilities and personal lifestyle?

Plan – Understand the Action Steps for each part of the interview.

Approach Interviewing as a Process – Not an Event.



ACTION STEPS:

Before the Interview – Focus on Making a Great First Impression!

Consider Your Attire - Dress for Success. Follow Best-Practices for First Impressions.

- Arrive 10-15 minutes early
- Be Organized
- Treat everyone with respect
- Turn off Cell Phone
- Maintain a Positive Attitude
- Bring Interview Support Materials
 - ✓ Resume, Portfolio and References
 - ✓ Completed Application - if possible

During the Interview – Always face the interviewer with good posture and body language. Stay positive with your attitude and your answers. Let the interviewer know about the skills, knowledge and experience that make you a qualified candidate. Remember that you represent a risk to the employer. A hiring mistake is expensive. Show you are highly motivated, energetic and willing to learn.

Interview DO's:

- Know your resume and portfolio well and be prepared to answer questions about them.
- Be honest with all answers.
- Pay close attention to what the interviewer is saying. Organize your thoughts before speaking. Feel free to think for a moment about tough questions. Silence is not a bad thing if you do not take an excessive amount of time.
- Watch for inappropriate questions (e.g., information about your age, religion, race, ethnicity or marital status).

Interview DON'Ts:

- Emphasize your weaknesses. Draw attention to negative attributes such as poor attendance, grades, being fired, etc.
- Criticize former employers or previous co-workers.
- Discuss personal issues, good or bad, which are irrelevant.
- Discuss salary or benefits unless the interviewer brings it up first.

After the Interview – You had your interview, and the way it ended left you hopeful. Now comes what is often the most agonizing part of the job hunt: waiting for the hiring manager to call. But you still have some control over the process. Experts offer the following advice on maximizing your chances for success

- **Send Thank You Notes** - Don't stress too much over whether your interview thank-you letter is emailed or handwritten. The most important thing is to send it.
- **Contact Your References** - Your references are your teammates in landing a job. Help them help you. Be sure to let them know of the jobs you have been applying for and that they may be contacted to act as a reference.

Prepare for Standard or Common Interview Questions

You only have one chance to make a good first impression. Everything Counts: Make a Personal Statement - According to Brian Tracey, a leading motivational expert, everything contributing to the way you look on the outside is important.

If it's not helping you, it's hurting you.

Common or Standard Interview Questions: All employment interviews generally have some standard or typical questions that you should be able to easily answer. Your responsibility is to prepare for these questions.

Some examples of common or standard interview questions:

- Tell me about your education/work experience.
- Why are you interested in our organization?
- What is your greatest strength/weakness?
- What are the most important considerations for you in choosing a job?
- How do you feel you can contribute to our organization?
- In what kind of work environment are you most comfortable?
- What personal characteristics do you feel are necessary to be successful in this position?
- What do you know about our company?
- Why should I hire you?

Q: What is an Elevator Pitch?

Notes

Situation-Based Interview Questions – Situation-based interview questions are a big part of most job interviews. Employers and hiring managers use these types of questions to get an idea if you have the skills and competencies needed for the job. The rationale is that if they know how you performed in the past it will help give a sense of how you might do in the future. For you as the candidate, you’ll need to prepare answers (basically “interview stories”) that highlight the different competencies and skillsets the employer is looking for. The problem is most candidates might have a general idea of how to answer these questions, but the answers usually are way too long and unfocused and won’t put the candidate in the best light. That’s why you’ll need to make a concerted effort to create these stories and adapt them to the relevant competencies.

Some typical situation-based questions include:

- Tell me about a team project you worked on?
- Tell me how you handled a difficult customer?
- What would you do if you disagreed with someone at work?
- Tell me about a time you stepped up and took a leadership role?
- Tell me about a project that you worked on that failed?
- How do you handle a challenge?

Q: What does the S-A-R acronym stand for?

Notes
S
A
R

Ask Effective Follow-up Interview Questions

You should be interviewing the employer just as much as they're interviewing you because you both need to walk away convinced that the job would be a great fit. So, when the tables are turned and the interviewer asks, "Do you have any questions for me?" take advantage of this opportunity. It's the best way to determine if you'd be happy working for this employer, and whether your goals are aligned with theirs. Many candidates are evaluated on the questions THEY ASK.

Some examples of effective follow-up questions include:

- Can you walk me through a typical day of someone in this role?
- What is the most important thing that I can accomplish within the first 30-60 days?
- What do you like best about working for this company?
- What's your timeline for deciding, and when can I expect to hear back from you?
- Is this a new position? If not, what did the previous employee go on to do?
- What are the biggest challenges of the position?
- Why is this position available?
- Do you have any concerns about my qualifications for this position?

Interview Success – All the Answers

Carefully read each question and select the correct answer.

1. The primary purpose of an employment interview is to give the potential employer an opportunity to determine if the applicant:
 - a. Has the necessary skills to do the job
 - b. Would be a good fit within the organization
 - c. Wants the job
 - d. All the above

2. All the following are examples of types of candidate interviews except:
 - a. Informational
 - b. Behavioral
 - c. Panel
 - d. Phone

3. Potential employers expect candidates to do research as part of preparation for the interview. Which of the following areas of research should be a primary focus?
 - a. The industry and trends within
 - b. The company's competition
 - c. The connections you have to the company
 - d. The company and position

4. The interview is a process which involves action steps before during and after the interview. What are the two most important action steps after the interview?
 - a. Write down your answers to questions asked and memorize them
 - b. Write a thank you note to interviewers and check to see if the job opening is still posted
 - c. Find interviewers on LinkedIn and connect with them
 - d. Write a thank you note to interviewers and contact your references

5. Which of the following common interview questions is a situation-based question?
 - a. Why are you interested in working for this company?
 - b. Why should I hire you?
 - c. Can you tell me how you have handled a difficult customer in the past?
 - d. In what kind of work environment are you most comfortable?

Elevator Pitch

Your elevator pitch is a short, positive and defining message that you want to relay to interviewers. It is your core message statement that should tell them what you can do, what you do well, and explains how you offer something different from (or better than) others who might do the same work. Once you have created your elevator pitch, you will be better prepared to inform retailers what you have to offer as an employee.

Your elevator pitch can also be the answer to the popular interview question: “Can you tell me a little about yourself?”

When creating your Elevator Pitch, remember the following tips:

1. Don't underestimate yourself and your value
2. Leave out the negatives
3. Identify what makes you unique
4. Focus on what makes you really good at what you do
5. Show interest with your behavior and attitude
6. Incorporate your strongest skills and experience
7. Focus on what you have, not what you may lack
8. Remain realistic – your Elevator Pitch must be full of things you can do and will do well.

Create your elevator pitch using the template provided.

CREATING YOUR OWN ELEVATOR PITCH

Who you are	
Hello, my name is...	
I am interested in...	
Because...	
Relevant title or credentials	
I am/was...	
At...	
Areas of skills/accomplishments	
For the last __ years, I have...	
My expertise is in...	
Qualifications	
I am...	
I would be a great fit for...	
because...	
What you are looking for	
I am currently looking for an opportunity to...	

Prepare for the Interview – Standard or Common Questions

In the space provided, start to create your answers to the following questions.

1. Tell me a little about yourself.

2. What accomplishments in your career have given you the most satisfaction? Why?

3. Describe a time when you solved a specific problem. What was your role, and what was the outcome?

4. What did you like most about your last job?

5. What did you like least about your last job?

6. Who is one of your personal heroes? Why?

7. What would you consider your biggest weakness?

8. Tell me about a time you had to do a job for someone in their absence. Considering the extra work, how did you manage everything along with your own duties?

9. What would you consider your greatest strength?

10. If your last employer were interviewed, what would they say about your job performance and how you worked with the team?

11. Why should I hire you over the other applicants?

Situation-Based Interviews

When interviewing, you want to stand out from the rest of the interviewees and increase your chances of being hired. Interviewing is a skill that you can master with practice. You want to be prepared because you only get one chance to make a great impression when interviewing. **Your objective during the interview is to convince the interviewer you are the right person for the job.**

You want to tell success stories that demonstrate your skills and help the interviewer envision you at work. Tell them exactly what you did, with whom, and what the results were. Your stories should build on what you included on your resume and/or application and speak to what the job posting said was required on the job. These stories become the evidence that backup your qualification statements.

You want to use the SAR method: **Situation + Action + Result.**

S.A.R	Prompts
Situation	Describe a time when you noticed something that required action.
Action	Detail the action that you took
Results	Describe the results of your action and quantify when possible

Situation-Based interview questions are those that call for a specific example of when you did something. Interviewers use these types of questions to help figure out if you have the skills needed for the job. These questions also help them know how you performed in the past and help give a sense of how you might do in the future.

Situation-based questions are those questions that start with: Tell me about a time..., Have you ever..., Describe a time when... etc. These questions are prompting for a success story which follows the SAR format. This is where you want to share success SAR stories that will help you create an image that will stay with the interviewer and set you apart from the crowd.

Situation-Based Interviews – My SAR Stories

Create a few SAR stories and write out your answers to the following interview questions:

- Tell me about how you worked effectively under pressure.
- How do you handle a challenge?
- Give an example of a time you had to deal with a difficult customer?

When creating your SAR/Success stories keep the following in mind:

- Can be from many years ago, or more recent – they don't "expire"
- Focus on accomplishments that really made a difference in the workplace
- Really knowing your résumé and application helps you to create your stories
- Practice until they become conversation-like

Tell me about how you worked effectively under pressure.	
Situation:	
Action:	
Results:	
How do you handle a challenge?	
Situation:	
Action:	
Results:	
Give an example of a time you had to deal with a difficult customer.	
Situation:	
Action:	
Results:	

Mock Interviews

As we have discussed, Interviewing is a skill that you can master with practice. You want to be prepared because you only get one chance to make a great impression when interviewing. Your **objective during the interview is to convince the interviewer you are the right person for the job.**

During this classroom exercise, you want to tell success stories that demonstrate your skills and help the interviewer envision you at work. Tell them exactly what you did, with whom, and what the results were.

Now divide the class into groups of three people for the mock interview role-play exercise. Each participant will have the opportunity to play the role of interviewee, interviewer and observer. The role of the observer is to provide informal feedback to the interviewee as to how effectively they answered the interviewer's questions.

After the interview, the observer will provide informal feedback as to the effectiveness of the interviewee responses.

Mock Interview Checklist

1. Make Eye Contact.
2. Demonstrate expertise by incorporating knowledge, skills and training.
3. Utilize Elevator Pitch, Resume Content.
4. Use S-A-R for Situation-Based Questions.
5. Ask Interviewer Questions.
6. Ask for Business Card.

Mock Interview Questions:

The Interviewer will use the list of questions below to conduct the interview

Standard Interview Questions:

1. Tell me a little about yourself (**Be sure to use your elevator pitch**)
2. What accomplishments in your career have given you the most satisfaction? Why?
3. Describe a time when you solved a specific problem. What was your role, and what was the outcome?
4. What did you like *most* about your last job?
5. What did you like *least* about your last job?
6. Who is one of your personal heroes? Why?
7. What would you consider your biggest weakness?
8. Tell me about a time you had to do a job for someone in their absence. Considering the extra work, how did you manage everything along with your own duties?
9. What would you consider your biggest strength?
10. If your last employer were interviewed, what would they say about your job performance and how you worked with the team?
11. Why should I hire you over the other applicants?

Situation-Based Interviews Questions (Be sure to use the SAR method)

1. Tell me about how you worked effectively under pressure.
2. How do you handle a challenge?
3. Give an example of a time you had to deal with a difficult customer?

Potential Questions for the Employer

It is always a good practice to have some questions prepared to ask a prospective employer. Effective questions help you to understand the job requirements better, the company goals and the part you play in helping the company succeed. Asking questions can also communicate to the prospective employer that you are a serious candidate

- What does a typical day look like in this position?
- How does this position fit into the company's long-term plans?
- How would you describe your company culture?
- What qualities do the most effective people on your team possess?
- I enjoy a challenge. What do you see as challenges of the position?
- Why do you enjoy working here?
- When are you expecting to fill this position?
- What is the biggest thing I can accomplish within the first 30-60 days?
- What is the next step in the interview process?

Interview Success Checklist

TASKS	YES	NO
I am prepared for all the various approaches used to interview candidates during the hiring process.	<input type="checkbox"/>	<input type="checkbox"/>
I have done my homework before the interview by researching and learning as much as I can about the company, the job posted, and the salary range of the position.	<input type="checkbox"/>	<input type="checkbox"/>
I am prepared to adhere to best practices during each step of the hiring process so that I can make the best impression.	<input type="checkbox"/>	<input type="checkbox"/>
I am prepared to send a thank-you email or note to each employer that I interview with and to inform my references so that they may be prepared if contacted by an employer.	<input type="checkbox"/>	<input type="checkbox"/>
I have prepared a response and practiced answering at least 5 standard and common interview questions.	<input type="checkbox"/>	<input type="checkbox"/>
I have practiced and am prepared to use my elevator pitch to answer the question “Tell me about yourself.”	<input type="checkbox"/>	<input type="checkbox"/>
I have prepared a response to and practiced answering at least three situation-based interview questions utilizing the SAR method.	<input type="checkbox"/>	<input type="checkbox"/>
I have prepared 3-5 follow-up questions for the employer.	<input type="checkbox"/>	<input type="checkbox"/>

Additional Resources

Additional Resources

502 ACTION VERBS

Accelerated	Boosted	Converted	Empowered	Gathered
Accomplished	Bought	Convicted	Enabled	Generated
Accounted for	Briefed	Coordinated	Enacted	Graded
Accumulated	Broadened	Corrected	Encouraged	Graduated
Achieved	Budgeted	Correlated	Ended	Granted
Acquired	Built	Corresponded	Endorsed	Grew
Acted	Calculated	Corroborated	Energized	Guided
Activated	Campaigned	Costed	Enforced	Halved
Active in	Captured	Counseled	Engaged	Handled
Adapted	Carried out	Counted	Engineered	Harmonized
Addressed	Cataloged	Created	Enhanced	Harnessed
Adjusted	Caused	Critiqued	Enlarged	Headed
Administered	Centralized	Crowned	Enlisted	Helped
Advanced	Chaired	Cultivated	Ensured	Hired
Advertised	Championed	Cured	Entertained	Hypothesized
Advised	Changed	Customized	Established	Identified
Advocated	Channeled	Cut	Estimated	Illustrated
Affected	Chartered	Dealt with	Evaluated	Imagined
Aided	Checked	Decided	Examined	Implemented
Alerted	Clarified	Decreased	Exceeded	Impressed
Allocated	Classified	Defined	Executed	Improved
Amplified	Closed	Delegated	Expanded	Improvised
Analyzed	Coached	Delivered	Expedited	Incorporated
Answered	Co-directed	Demonstrated	Experienced	Increased
Anticipated	Collaborated	Described	Experimented	Indexed
Applied	Collected	Designated	Explained	Indoctrinated
Appointed	Co-managed	Designed	Explored	Influenced
Appraised	Combined	Detected	Expressed	Informed
Approved	Commanded	Determined	Extended	Initiated
Arbitrated	Commended	Developed	Extracted	Innovated
Arranged	Commented	Devised	Fabricated	Inspected
Arraigned	Communicated	Diagnosed	Facilitated	Inspired
Arrested	Compared	Directed	Familiarized	Installed
Articulated	Compiled	Discovered	Fashioned	Instigated
Ascertained	Completed	Dispatched	Filed	Instituted
Aspired	Composed	Dispensed	Filled	Instructed
Assembled	Computed	Displayed	Finalized	Insured
Assessed	Conceived	Dissected	Financed	Integrated
Assigned	Conceptualized	Distinguished	Fine-tuned	Interpreted
Assisted	Condensed	Distributed	Fixed	Interviewed
Assumed	Conducted	Documented	Focused	Introduced
responsibility	Conferred	Doubled	Forecast	Invented
Assured	Conserved	Drafted	Forecasted	Inventoried
Attained	Considered	Drove	Formed	Invested
Attracted	Consolidated	Earned	Formulated	Investigated
Audited	Constructed	Economized	Fostered	Involved
Authored	Consulted	Edited	Found	Issued
Automated	Contacted	Educated	Founded	Joined
Awarded	Contained	Effected	Fulfilled	Judged
Balanced	Contracted	Eliminated	Functioned as	Justified
Billed	Contributed	Emphasized	Furnished	Kept
Blazed	Controlled	Employed	Gained	Launched

Additional Resources

Lead	Performed	Reduced	Specialized	Traveled
Learned	Persuaded	Referred	Specified	Treated
Leased	Photographed	Registered	Spoke	Triggered
Lectured	Piloted	Regulated	Sponsored	Trimmed
Led	Pinpointed	Rehabilitated	Staffed	Tripled
Liaised	Pioneered	Reinforced	Standardized	Triumphed
Licensed	Placed	Related	Started	Troubleshoot
Listed	Played	Remodeled	Steered	Turned
Located	Planned	Rendered	Stimulated	Tutored
Logged	Predicted	Reorganized	Stored	Typed
Machined	Prepared	Repaired	Streamlined	Umpired
Made	Presented	Replaced	Strengthened	Uncovered
Magnified	Presided	Replied	Stressed	Understood
Maintained	Prevented	Reported	Stretched	Understudied
Managed	Printed	Represented	Structured	Undertook
Marketed	Prioritized	Reputed	Studied	Underwent
Mastered	Processed	Researched	Submitted	Underwrote
Matched	Procured	Resolved	Substituted	Unearthed
Maximized	Produced	Responded	Succeeded	Unified
Measured	Programmed	Restored	Suggested	United
Mediated	Prohibited	Restructured	Summarized	Unraveled
Merged	Projected	Retrieved	Superseded	Updated
Met	Promoted	Revamped	Supervised	Upgraded
Met with	Proofread	Reversed	Supplemented	Urged
Minimized	Proposed	Reviewed	Supplied	Used
Mobilized	Protected	Revised	Supported	Utilized
Moderated	Proved	Revitalized	Surpassed	Validated
Modernized	Provided	Routed	Surveyed	Valued
Modified	Publicized	Saved	Synchronized	Verbalized
Monitored	Published	Scheduled	Synergized	Verified
Motivated	Purchased	Screened	Systematized	Visited
Moved	Pursued	Searched	Tabulated	Vitalized
Named	Qualified	Secured	Tackled	Volunteered
Navigated	Queried	Selected	Targeted	Waged
Negated	Questioned	Separated	Taught	Weighed
Negotiated	Raised	Served	Terminated	Widened
Netted	Ran	Serviced	Tested	Won
Observed	Ranked	Set or set up	Tightened	Worked
Obtained	Rated	Shaped	Took or took over	Wrote
Opened	Reached	Shared	Totaled	
Operated	Realigned	Showed	Toured	
Optimized	Realized	Simplified	Traced	
Orchestrated	Reasoned	Simulated	Tracked	
Ordered	Received	Sketched	Traded	
Organized	Recognized	Slashed	Trained	
Originated	Recommended	Sold	Transcribed	
Outlined	Reconciled	Solidified	Transferred	
Overhauled	Recorded	Solved	Transformed	
Oversaw	Recruited	Sorted	Translated	
Participated	Redesigned	Sought	Transmitted	
Perceived		Sparked	Transported	
		Spearheaded		

Ten Tips on Building a Strong Profile

LinkedIn is all about connecting, but before we connect, we look for what we have in common. That's the key to putting together a profile that jump-starts conversation. Think of your profile as a way to promote your brand—a professional permalink, a fixed point on the web to promote your skills, your knowledge, your personality. Brands build trust by using an authentic voice and telling a credible story. Here are ten tips to help you do the same:

- 1 Don't cut and paste your resume.**
LinkedIn hooks you into a network, not just a human resources department. You wouldn't hand out your resume before introducing yourself, so don't do it here. Instead, describe your experience and abilities as you would to someone you just met. And write for the screen, in short blocks of copy with visual or textual signposts.
- 2 Borrow from the best marketers.**
Light up your profile with your voice. Use specific adjectives, colorful verbs, active construction ("managed project team," not "responsible for project team management"). Act naturally: don't write in the third person unless that formality suits your brand. Picture yourself at a conference or client meeting. How do you introduce yourself? That's your authentic voice, so use it.
- 3 Write a personal tagline.**
That line of text under your name? It's the first thing people see in your profile. It follows your name in search hit lists. It's your brand. (Note: your e-mail address is not a brand!) Your company's brand might so strong that it and your title are sufficient. Or you might need to distill your professional personality into a more eye-catching phrase, something that at a glance describes who you are.
- 4 Put your elevator pitch to work.**
Go back to your conference introduction. That 30-second description, the essence of who you are and what you do, is a personal elevator pitch. Use it in the Summary section to engage readers. You've got 5–10 seconds to capture their attention. The more meaningful your summary is, the more time you'll get from readers.
- 5 Point out your skills.**
Think of the Specialties field as your personal search engine optimizer, a way to refine the ways people find and remember you. This searchable section is where that list of industry buzzwords from your resume belongs. Also: particular abilities and interests, the personal values you bring to your professional performance, even a note of humor or passion.
- 6 Explain your experience.**
Help the reader grasp the key points: briefly say what the company does and what you did or do for them. Picture yourself at that conference, again. After you've introduced yourself, how do you describe what you do, what your company does? Use those clear, succinct phrases here—and break them into visually digestible chunks.
- 7 Distinguish yourself from the crowd.**
Use the Additional Information section to round out your profile with a few key interests. Add websites that showcase your abilities or passions. Then edit the default "My Website" label to encourage click-throughs (you get Google page rankings for those, raising your visibility). Maybe you belong to a trade association or an interest group; help other members find you by naming those groups. If you're an award winner, recognized by peers, customers, or employers, add prestige without bragging by listing them here.

Additional Resources

8 Ask and answer questions.

Thoughtful questions and useful answers build your credibility. The best ones give people a reason to look at your profile. Make a point of answering questions in your field, to establish your expertise, raise your visibility, and most important, to build social capital with people in your network—you may need answers to a question of your own down the road.

9 Improve your Google PageRank.

Pat your own back and others'. Get recommendations from colleagues, clients, and employers who can speak credibly about your abilities or performance. (Think quality, not quantity.) Ask them to focus on a specific skill or personality trait that drives their opinion of you. Make meaningful comments when you recommend others. And mix it up—variety makes your recommendations feel authentic.

10 Build your connections.

Connections are one of the most important aspects of your brand: the company you keep reflects the quality of your brand. What happens when you scan a profile and see that you know someone in common? That profilee's stock with you soars. The value of that commonality works both ways. So identify connections that will add to your credibility and pursue those.

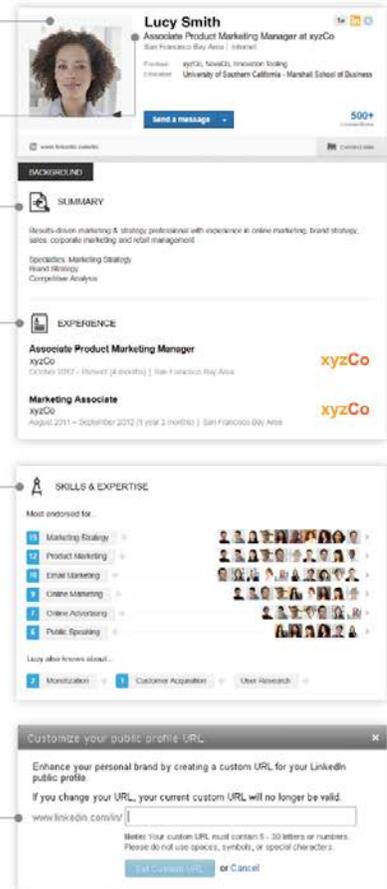
A final note: As you add connections and recommendations, your profile develops into a peer-reviewed picture of you, of your personal brand. Make sure it's in focus, well composed—and easy to find. Remember that permalink? Edit your public profile's URL to reflect your name or tagline, then put it to work: add it to your blog, link to it from your website, include it in your e-mail signature. Then go start a conversation.



Job Search Checklist

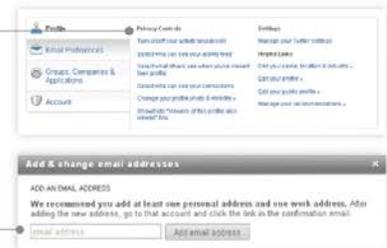
LinkedIn Profile

- Photo** _____
Add a professional-looking [profile photo](#) to be **7x more likely** to be found in searches.
- Headline** _____
Stand out with a keyword-rich headline that describes how you want to be known on LinkedIn.
- Summary** _____
Write a [brief summary](#) describing your professional background and aspirations.
- Experience** _____
[List all the jobs you've held](#), along with brief descriptions of each role.
- Education** _____
Add all the [schools and colleges](#) you've attended.
- Skills & Expertise** _____
Add at least 5 key [skills](#) to your profile.
- Recommendations & Endorsements** _____
[Get recommendations](#) and endorsements from former colleagues, clients, managers, and classmates.
- Location & Industry** _____
Add your [industry](#) and [ZIP code](#) so recruiters looking for candidates like you can find you.
- URL** _____
[Customize your profile URL](#) and put it on your website, resume, email signature, and business cards to drive traffic to your LinkedIn profile.



Settings

- Privacy settings** _____
Control what others see about you and what types of notifications are sent out to your network.
- Add email addresses** _____
Add all your email addresses to avoid accidentally losing access to your account.



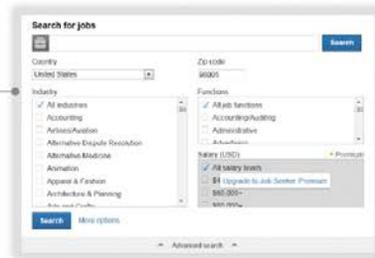
Using Your Network

- Grow your network by [searching your email contacts](#) and finding [people you may know](#).
- See where your fellow [school and college alumni](#) are working and reach out to learn more about the company.
- Ask for [introductions](#) through your network to get connected to companies you're interested in working for.
- Share updates with your network -- like interesting articles, links to videos, or presentations.



Job Search

- Sign up to get email alerts about [jobs you may be interested in](#).
- Find jobs by keyword, title, company, postal code, function, industry, years of experience, and date posted using [advanced search](#).
- Sign up for [saved search email alerts](#) to get automatic notifications about new jobs that meet your criteria.
- [Save jobs](#) you're interested in to come back to them later.
- Discover jobs in your network.



Applying for Jobs

- In addition to using your LinkedIn profile, you can attach your resume and cover letter to your job applications.
- [Keep track](#) of your job applications via the Jobs homepage. See which jobs you applied to, when, and whether or not your application has been viewed.
- Some jobs include the name of who posted it. Follow up on your job applications by contacting the job poster via [InMail](#).



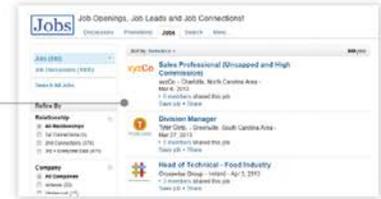
Company Pages

- Learn about a company's products and services, latest news, employees, job opportunities, and more.
- See how you're connected to each company through your 1st, 2nd and 3rd degree connections.
- See statistics on employees, including where they worked before and after that company.
- [Follow companies](#) you're interested in to get updates from them on your LinkedIn homepage.



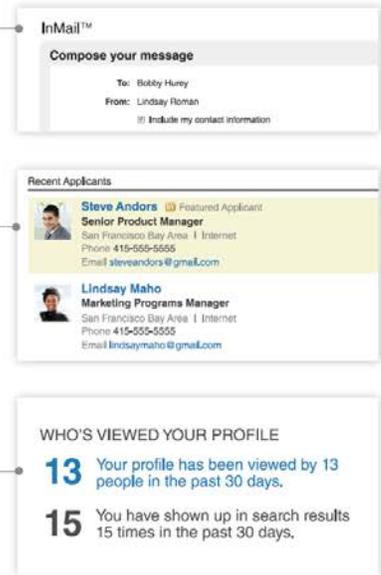
LinkedIn Groups

- [Join Groups](#) relevant to your professional interests: alumni groups, industry groups, geographic groups, and more.
- Use groups to make connections, find job listings, establish thought leadership, and keep your pulse on hot industry issues.



Job Seeker Premium

- InMail**
Send [InMail](#) messages to start a warm conversation with hiring managers, recruiters, or other insiders at companies you're interested in.
- Featured Applicant**
Apply to jobs as a [Featured Applicant](#) to send your job applications to the top of the applicant list.
- Salary search filter**
Narrow job search results by [salary range](#) and see estimated salary data for each job listing.
- Job Seeker Group**
Join a private [LinkedIn Group of job seekers](#), career experts, and LinkedIn power users to learn best practices for conducting an effective job search.
- Job Seeker Badge**
Turn it on or off from the Premium Badge section on your [Settings](#) page.
- Who's Viewed My Profile**
See the full list of who viewed your profile, plus details on how they found you.
- Open Link**
Join the [Open Link network](#) to let anyone on LinkedIn contact you about job opportunities for free.



Learn More

- Get answers you need in the [LinkedIn Help Center](#).
- Learn how to attract more career opportunities at our [free webinars](#).
- See the complete list of [job search tips](#) on our blog.



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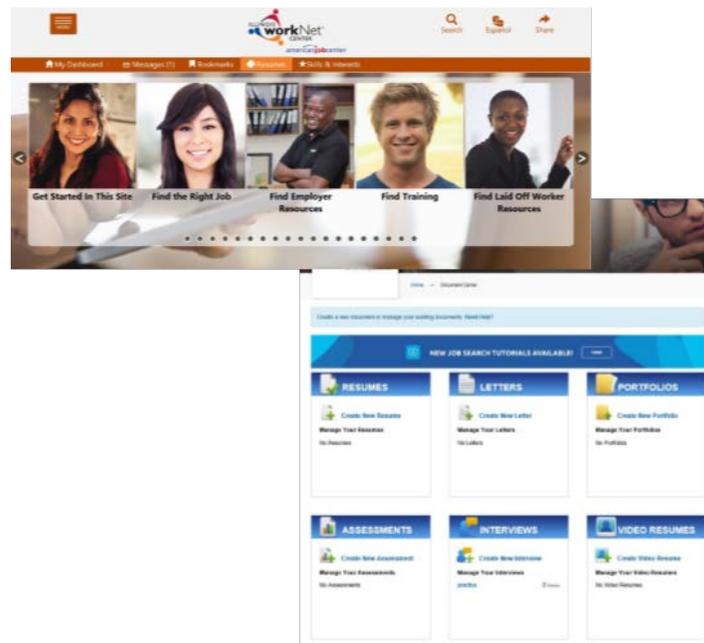
Additional Resources

Illinois workNet Interview Practice Tool

This useful tool lets you practice, record and review your responses to common interview questions.

You can also choose to share your recorded responses with others to get feedback on about your interviewing skills.

To access the interview practice tool, you must first establish a user account at www.illinoisworknet.com/.



National Able Network®
JUMPSTART!
ACCELERATE YOUR JOB SEARCH

At National Able Network, our mission is to help make careers happen.

Each client receives personalized career supports that integrate career coaching, specialized training, and direct connections to the job market. Our programs are designed to assist jobseekers from all backgrounds, including the unemployed, career changers, military veterans, seniors, and aspiring IT professionals. Each year, National Able Network serves more than 75,000 job seekers.



76,000
JOB SEEKERS SERVED
EACH YEAR



19%
CLIENTS RECEIVED
19% AVERAGE INCREASE
IN ANNUAL WAGES



85%
LAUNCH NEW CAREERS
WITH WORKFORCE SERVICES



400
MILITARY VETERANS RECEIVE
CIVILIAN CAREER TRAINING
EACH YEAR



96%
OF FORMER CLIENTS WOULD
REFER FAMILY OR FRIENDS





**MY SKILLS, MY GOALS:
THE TARGETED JOB
SEARCH**

Define your career goals and develop a targeted job search plan tailored to you!



**THE ULTIMATE
GUIDE
TO RESUMES**

Update your resume with assistance from our career experts!



**INTRODUCTION
TO SOCIAL MEDIA**

Understand and safely use social media for personal and professional growth!



**LINKEDIN: MAXIMIZE
YOUR PROFESSIONAL
POTENTIAL**

Develop and perfect your professional LinkedIn profile to maximize your full networking potential!



**INTERVIEW
SUCCESS:
ALL THE ANSWERS**

Prepare for your next interview with tips and techniques that will help you stand out!



**INTRODUCTION
TO NETWORKING**

Practice networking skills to reach your personal and professional goals!

National Able Network

Call Center

Toll Free: 855-994-8300

www.nationalable.org