Job Search Success Secrets

February 16, 2016

Welcome, everyone. This is the Job Search Success Secrets training call.

I am excited to welcome you to the call. Thank you in advance for investing in your success by joining us, and then thank you for investing your time and energy in taking the steps we're going to provide you during this program to help you stand out from your competition and land your ideal job.

Before we jump in, you need to know that there is a special gift, actually a few gifts, waiting for you at the end of this call. And whether you call it a gift or a reward or a bribe, it's definitely going to be worthwhile hanging out 'til the bitter end.

I'll get to our agenda in a just moment, and as we're talking for the next 57 minutes or so, you may have questions. Please feel free to email me your questions. My email is michelle@brandyourcareer.com. I will be sticking around afterwards for some open Q&A. I may not be able to get to everyone’s question, but I'll do my best on the call, and I'm happy to follow up with you afterwards if you didn't get the specific answer you need. Again my email address is michelle@brandyourcareer.com and just use the subject line QUESTION so I can see your question when it lands in my inbox. And of course, you can ask your questions live when I open up the call for Q&A at the end.

Here’s what you will take away from our time together today:

- **8 Myths of Job Search**: Dispel these myths and you’ll get hired fast!
- **How to attract your ideal employer**: The 4 steps you need to get noticed and command the attention of hiring managers.
- **The KEY section of your resume that will get your phone ringing**: Master this and you’ll be light years ahead of your competition.
- **How to mine LinkedIn for job opportunities**: Go farther than just looking at job postings. Find your potential hiring manager and learn how to reach out to them.
- **Interview tips that will get you hired**: Prepare yourself to answer these common questions and you’ll be sure to get an offer fast.

Today what I really want to do is show you how to modernize your job search. Time and time again I meet job seekers who haven’t looked for a job in the last 3, 5, 10+ years. They tell me that they just don’t understand the best way to look for a job. They send their resume and get no response. Sound familiar?

Job search has certainly changed and these job seekers I meet are just doing what they know. In fact, most are falling prey to these myths I’m about to reveal to you simply because they don’t know what they don’t know, and they don’t know where to look to find the right answers.
So let’s get in to the biggest myth of them all...

Myth #1: You Will Find Your Next Job By Applying Online.
Depending on whom you ask there is only about a 2-4% chance of landing a job by applying online. Yet for the vast majority of job seekers this is what they spend most of their time doing. I get it, applying online makes you feel productive.

What to do instead: Use job boards as research. If you find a posting that seems interesting to you, go to LinkedIn and type in your potential hiring managers title and the name of the company. You actually have a pretty good chance of finding that person. Then see what connections you have that can lead you to that person. Keep in mind though, that by the time a job gets posted it may be too late. Jobs are usually filled by internal staff or referrals.

Which leads me to...

Myth #2: The Best Time To Network Is After The Job Has Been Posted.
Like I just said, by the time a job gets posted it probably is too late. I’ve heard from HR professionals that it sometimes can take up to 60 days or sometimes longer for a job to get posted. In that time internal people can tap their network to see who they know that may be interested.

What to do instead: Create a list of target companies and proactively network your way in to meeting people there. In fact, I’ll give you one way you can easily reach out to your potential hiring manager and talk to them directly. You need to put on your reporter hat and tell them you’re writing an article to SUBMIT to your industry’s top publication or popular website and you’d like to interview them. Give your article a catchy title that embeds a compliment and you’ll have a great chance of getting 15-20 minutes of your hiring managers time.

I can tell you this works because I’ve done it. Not for the purposes of job search, but for the purpose of generating leads for my company. I learned this from my marketing coach, David Newman. Remember, all that job search is, is a personal marketing campaign.

The real work comes after the interview. You need to follow up and stay on top of mind with these people. Write an email thank you, a snail mail thank you, let them know the article got published, publish a version of the article on LinkedIn or your own blog and let them know that. Send an article to them, another article. Once you have a relationship established, you can ask to talk to them about how you can help resolve some of the challenges they are facing.

If you aim to do 3 of these per week, you’ll have 12 key contacts a month and 36 in just 90 days.

Myth #3: Headhunters and Executive Recruiters Can Help You Get A Job
Headhunters and recruiters can only help you find a job if you happen to show up at the right time and fit into one of their current openings. Headhunters and recruiters get paid by the companies that hire them. So their loyalty is with the employer. Not the candidate!
What to do instead: Make contacts with multiple recruiters. Check-in with them on a proactive, but not stalking basis. Continue to pound the pavement on your own and don’t sit back and wait for them to call you.

Myth #4: Changing Careers or Industries is Impossible
I’m not going to lie to you and tell you it’s easy to change industries or careers, but it certainly isn’t impossible. Recruiters and hiring managers do look for round pegs to fit into round holes. However, just because you have been in medical device sales for 15+ years, doesn’t mean you can’t move over to enterprise software sales.

What to do: Focus on your transferrable skills. Let’s go back to our medical device sales person for a moment. All sales people need to be good relationship builders regardless of your industry. They also need to know how to interpret the features of their product so prospects understand the value. That is a transferrable skill. Another key is to show your passion for the industry. Get involved in an industry association to show you’re dedicated to learning, and it can help you make better connections for where you want to go.

Myth #5: If You’re Over 50, You Will Have A Hard Time Finding A Job
This is only true if you believe it. Mindset is such an important part of your job search that if you have this thought it will come out in your interviews, your conversations and body language.

What to do instead: Get that negative thought out of your head. Turn around your thinking about ageism into an asset. You have the ability and experience to redefine yourself. Demonstrate your energy and youthfulness. Keep yourself healthy and fit and dress for modern times. Last but not least embrace change. Show how you’ve kept up with technology or even innovated processes to be more efficient. This will enhance your value as an employee.

Myth #6: A Cover Letter Is Not That Important
It’s true you can’t force someone to read your cover letter, and not everyone reads cover letters. However, you never know if it’s one of these people on the other end of your communication or not. Besides sometimes cover letters get read a little bit later in the job search process when comparing two candidates who are fairly equal.

What to do: Your cover letter provides the opportunity to explain why you are interested in the job and share why you are a great fit. It helps complete the picture of your resume. So make the effort to include one that is customized per application. Or you can even go a step further and send what Liz Ryan calls a pain letter, and use that as an opportunity to get in front of your hiring manager.

Myth #7: Your LinkedIn Profile Can Just Be A Copy And Paste Of Your Resume
When LinkedIn first started people didn’t know what to do with it, so a quick and easy way to complete your profile was to copy and paste your resume. LinkedIn is not an online version of your resume. It is a marketing tool that’s on 24/7.

What to do: Your LinkedIn profile should be a complement to your resume. You have more space to discuss your accomplishments so you can write more context around those. You can
also add visuals to make your profile more robust and interesting. I have an entire presentation about how to create a profile that sells YOU so I can’t give you all those details here. I will leave you with this though. If you do nothing else to your profile, make sure you have a decent headshot and a compelling headline. Your name, headline and headshot is all that is seen in search results so you need to make those count to compel people to click on your profile and read more.

**Myth #8: Your Resume Is The Most Important Document For Your Job Search**

Yes, I’m a dual-certified resume writer and I am telling you, your resume is not the most important thing in your job search. In fact, I am willing to say you don’t need a resume to get interviews or a job. I’ll expand on this in just a moment. These days it’s highly likely someone will see your LinkedIn profile or Google you before your resume ever lands on their desk.

**What to do instead:** Focus on branding your career. You can do this through a resume, but not like a traditional resume as you know it. Make sure your resume-like document is always up to date whether you are employed or not. You also need to ensure the content in there is relevant to where you want to go and not just a career obituary. And most of all, include quantifiable accomplishments. Don’t spend hours and hours slaving over it though. Your time will be better spent networking.

In fact I am about to give you some tips to help you craft a great career marketing document and do it in less time.

There are 4 steps to follow to attract your ideal employer. You have probably heard the statistic of you only get about 6 seconds to capture the attention of the hiring manager or recruiter with your resume.

So what is the best way to do this? The answer lies in a proven ad agency formula called **AIDA – Attention, Interest, Desire and Action.** Let’s walk through what each of these steps looks like from the perspective of a job seeker. After all, your resume serves as an advertisement for the BRAND YOU.

You know what? Let’s start calling it a career sell sheet or a personal sell sheet. Let me digress for just a moment here on why. The definition of résumé is “a brief written account of personal, education, and professional qualifications and experience, as prepared by an applicant for a job.” [Dictionary.com]. This certainly doesn’t take into account how it needs to be framed in order to land an interview. It makes it sound like you just need to write a history of your career.

Now, the definition of advertisement is “a paid announcement, as of goods for sale, in newspapers or magazines, on radio or television, etc.” We’re getting closer in that it’s for goods for sale, but you’re not taking out paid ad space for yourself and you’re a service more than a good.

A product sell sheet on the other hand is a “one-page sheet used in sales to attract attention to a new product” according to the Houston Chronical, http://smallbusiness.chron.com/product-sell-sheet-23659.html. Now, we’re talking about what your resume (personal sell sheet) really
needs to be in order to attract attention from a hiring manager. To me the only difference is the length which most often would be 2 pages, but can be 1 and sometimes, if appropriate 3.

So this is why I like the term personal sell sheet. You’re not a product. You’re a person. But your resume needs to communicate like a sell sheet.

Getting back to AIDA is how you’re going to do that.

**Step 1 is Attention.** In a traditional print ad, it's often the image and/or headline that grabs your attention as you flip through a magazine. Or on a website, it's that first screen that inspires you to stick around and click to see more. Well, in job search it’s the headline and overall look of your personal sell sheet (resume) and the first couple sentences of your cover letter that will grab a reader’s attention.[page 2 of action guide]

Ninety-nine percent of the time I will see resumes with the heading of Summary, Objective, or Profile. While this might suffice to get through an applicant tracking system, it’s a rather dull lead-in for human eyes. It gets worse when that heading is followed by a dense paragraph that starts with "Results-oriented professional with a proven track record of innovative achievement, team leadership and business growth." This can describe any of you on the phone right now!

Instead, lead with a headline that is the title of your target position. Let’s say Vice President, National Retail Sales. Then if your first sentence is something like, “**Intrapreneurial sales leader with game-loving competitive spirit who navigates through organizational transitions to produce year-over-year growth.**” That is a game changer. The reader immediately gets an image about this candidate and what he’s capable of doing.

This one line description can also be known as a branding statement or personal value proposition. The purpose of the statement is to summarize what you do, for whom, and the results you get.

**Step 2 is Interest.** You’ve all heard the phrase location, location, location as it pertains to real estate. Well, in job search, it’s all position, position, position. **It is your job, not the reader’s,** to prove that you are the perfect fit for their open position. You need to organize your communications in a way that the reader cannot miss your key selling points.

In your personal sell sheet (resume), this means putting this information in what is known as the visual center of the page. If you were to fold an 8 ½ X 11 sheet of paper in thirds and drew a line one inch above the top fold and another line one inch below the top fold, this is where you want to put the most important information.

In LinkedIn it’s writing a captivating headline and summary. I like LinkedIn’s summary section because it provides you the opportunity to really tell your story. While your personal sell sheet (resume) may be boiled down to bullet points, in your LinkedIn profile you have more room (2000 characters) to add context about your personality and skills.
In your cover letter, it’s the opening paragraph. Here’s a tip about cover letters, don’t open with “I am applying for your open position of [blank] and my skills are a perfect fit for the role as you describe it.” Instead make the opening paragraph about the employer, focus on their pain and how you can solve that pain. One of my go to favorite openings for a cover letter is “Imagine if...” Imagine if you had a [blank] who could [blank]. That immediately puts YOU in their mind as the right fit.

Interest also doesn’t have to just be in written form. It can be the way you answer the question “What do you do?” when you’re at a networking event. Now, you don’t want to go into a whole rehearsed elevator pitch when answering this question, but you do want to try to open up the conversation. This leads us right to the next step.

Once you’ve gained their interest you want to create **Desire, Step 3**. You’ve done the hard work of capturing the attention of your reader and generating interest, now it’s time to pull out the big guns and show why they need someone like you in their organization.

You create desire by answering these two questions:

1. Why should they buy?
2. How can you, uniquely, solve their problems?

Employers’ motivations to “buy” or actually hire are mainly driven by their desires to make money, save money, save time, improve processes, solve a specific problem, attract new customers and retain existing customers. So, hiring managers are looking for evidence of how you’ve done these types of things in the past. When you load your experience section of your resume with accomplishments, preferably quantifiable ones, this paints a picture of what you’re capable of doing. It also answers why they should buy, and how you, uniquely can solve their problems.

If you managed to turn around an underperforming department in the past, then that means you’re likely able to repeat that again in the future. So, do your research and find out what your target company’s pains are, and how you’ve solved similar issues in the past. This is where CAR stories will start helping you out. CAR stands for Challenge, Action and Results. In fact, if you use your top 3 strengths from an assessment like StrengthsFinder and write 3 CAR stories for each of those, you’ll have 9 stories to choose from when you’re looking to align yourself with your target organizations needs. You can even swap them in and out depending on what you’re applying to. That’s an easy way to customize your resume.

This is how you’re going to create desire, and make employers want to bring you in for an interview.

**Last but not least, step 4 is Action.** The best place to put action is at the end of your cover letter. As I mentioned earlier, you know that I consider cover letters an essential part of your career marketing arsenal.

In my corporate life, I specialized in direct marketing, sometimes called response marketing today. The most important part of any direct marketing campaign was the call to action, CTA for
short. Your efforts to solicit yourself as the perfect fit for an organization is no different. You need a strong CTA to elicit a response from your target employer.

Most cover letters end with something like “Thank you for your consideration and hopefully we’ll have the opportunity to discuss potential career opportunities.” You never want to be “hopeful” at the end of your cover letter. That just hands the power right over to the hiring manager who will inevitably say no thank you.

Instead restate the value you bring to the employer and then ask for the interview. So now, you have something that sounds like, “Please contact me to schedule an interview. I would welcome the opportunity to discuss your needs and how my talents can bring immediate benefits to Acme Corporation. I look forward to speaking with you soon.”

So, AIDA is a great formula to apply to all your career marketing materials. And, maybe you guessed this from our discussion about AIDA. The KEY, the absolute essential, part of your personal sell sheet (resume) that will get you noticed and distinguish you from your competition is the TOP THIRD. I really can’t stress enough the difference this makes when you get this part right.

Think of what people would be able to know about you if they found just the top third of your personal sell sheet (resume) lying on the ground. Would they know the type of position you’re seeking? Would they know all the ways to contact you? Would they see your unique selling proposition or the value you bring to the table?

If you look at page 3 of your action guide, you’ll see a before example of just the top third of a personal sell sheet (resume). Now, if I had to hazard a guess I would say the majority of you have a resume that looks like similar to this example.

The “before” example opens with a dense paragraph about a lot of overall general capabilities. There are no specific examples outside of managing a $650M P&L. There is nothing specific to this candidate’s personality either.

The list of key qualifications is OK for keywords, but to a human it doesn’t do much to impress. Plus, the list is so long it’s not easy to read.

Now, let’s look at the “after” example. This is really what I mean by personal sell sheet.

It immediately catches your eye because it has a hint of color and the layout is different than most resumes. The head is attractive and easy to read. You immediately see what type of role this candidate is aiming for in the headline. Then it’s followed by a subhead that sheds some light on to this person’s personality and capabilities. This is also known as a unique selling proposition, USP, or personal branding statement.

The “career highlights” section continues to SHOW capabilities. It’s not filled with dull sentences like “results-driven professional who grows revenue...” Instead there are some punchy descriptions of who this guy is, followed by proof. This is how you SHOW your capabilities. Can
you guess where this data came from? Yep, we went back to his CAR stories and honed in on the results. This highlight section is really the beginning of step 3 of the AIDA method, creating desire.

Because by now a hiring manager is thinking if these are the highlights of this guy’s career he must have accomplished a lot more, and can probably do the same for my company because we’re going through a transition as well.

One more thing about the transformation of this resume. Remember when I said hiring managers spend 6 seconds looking at a resume? Well, we live in the day and age of micro attention spans. So think Twitter when you start writing. [bottom of page 3 action guide]

Here is what I mean by think Twitter. As you know Twitter is a micro-blogging platform. Everything is 140 characters or less. If you start thinking of every sentence in your resume as a Twitter post you will automatically start tightening up your content. Lead your bullets with action words about the results. It creates much more engaging content.

And here’s a tip on how to easily customize your resume for each application. By doing your research you can find out what types of pains your target organization has and how your experience aligns with solving those pains. Then you can easily flip in and out statements to match your current target.

OK, we’re in the home stretch now. Our next topic is how to use LinkedIn to give you an advantage in your job hunt.

This is a huge and HUGELY important issue – according to Jobvite only 40% of job seekers are using LinkedIn yet 94% of recruiters are. I’m going to tell you the best ways to get active on LinkedIn and find your hiring manager.

But even before we get to that – this is a good time for me to tell you about my Job Search Success Formula virtual workshop, how it works and what you get if you register for it today...

I’ve been working with executive-level job seekers for several years now. Based on my experience, the three biggest challenges you have right now are:

1. **Getting in the right mindset for job search.** Too often I hear, “No one is hiring people my age,” “I don’t have the time to look for a new job,” or “I can’t brag about myself.”

2. **The best way to distinguish yourself from others in the job market.** Positioning yourself in a concise and compelling manner is not always an easy task. No more of “I’m good at all these things so I want to cast a wide net to increase my chances of finding a job.” Because that is just a recipe for disaster.

3. **Finding the right opportunities.** Discovering the hidden job market is a challenge and you probably aren’t looking in the right places or even worse you don’t have a strategic plan in place.
So this is the program I have for you. It’s focused on exactly what you need to know and DO to effectively market yourself and land your ideal job. That’s why it’s called the Job Search Success Formula.

**Who is Job Search Success Formula for?**
1. Professionals in transition who want to shorten their job search.
2. Employed professionals who want to escape their current role and move on to something bigger and better.
3. Professionals who are just not positive what their next move should be. (Let me clarify that this program will not help you figure out what you want to be when you grow up. However, it will help you get you focused so you can position yourself correctly.)

If you are in front of your computer, click on over to [www.JobSearchSuccessFormula.com](http://www.JobSearchSuccessFormula.com) and you’ll see the details of the program, and in case you’re not in front of your computer, I’ll give you a quick summary.

Here are the main reasons this program will boost your success and what you’ll discover in the 5-week Job Search Success Formula:

- **You’ll let go of your limiting beliefs once and for all** and replace it with a strong, healthy, get hired mindset.
- **You’ll get more calls from your target employers** when you send your resume.
- **You’ll increase your LinkedIn profile views** so opportunities start to find you.
- **You’ll be able to take charge, confidently, of your career** instead of letting it “just happen.”
- **You’ll learn how to negotiate your salary** so you can earn more money.
- **You’ll gain insight into how you communicate best** so you’ll then be able have that show up in your resume, LinkedIn profile and talk to it in interviews.
- **You’ll start building your brand to become more influential**, more indispensible to any employer and even become happier both personally and professionally.
- **You’ll confidently demonstrate the value you bring to an employer** so you can rock your interviews.
- **You’ll re-charge your motivation** about finding your ideal position.

You can see on the site that this 5-week program is only $797. Previously, I have only offered this program in a private one-on-one format and the investment for that is $1500. So by enrolling in a group program you’re going to get the same great content at about half the price.

Not only that, but this program works. My most recent client who went through this program immediately increased the number of calls he was getting 10X and set up 8+ interviews within a week of using his new materials. The client before that ended up with 2 job offers and she was able to choose the best fit for her.

If you today, I’ll add a few of VIP Bonuses for you:
**VIP Bonus #1:** Two 30-minute private consulting sessions with me that would normally cost $500 alone. This is just you and I on the phone and you’ll have the opportunity to get your specific job search questions answered and lay out a personalized strategy just for you.
VIP Bonus #2: Access to a private Facebook group. This is where you can ask questions, get advice, insights and recommendations 24/7 from me and the other members of the program.

VIP Bonus #3: A pre-program strategy session to get specific answers to your questions BEFORE the program even starts.

To take advantage of this special offer go to www.JobSearchSuccessFormula.com and you’ll see the registration button on that page. Click that, get yourself into the program and the bonus private consulting session is yours.

Now, listen up, because I have a special fast-action bonus if you register for this program by midnight tonight. I've never offered this before, and it’s going to be key to helping you land that next job faster.

FAST-ACTION BONUS: You’ll also get access to my brand new Brand Your Career Club for 3 months following the course.

It’s one thing to have your materials in great shape and your job search strategy mapped out. The key to success really lies in the execution and this club will hold your feet to the fire.

This Club is part educational and part accountability. Once a month we will have a content-rich how-to program and then we’ll have a couple of mastermind sessions facilitated by me to give you feedback on your pressing job search issues.

There are proven statistics that clubs like this help people land jobs up to 20% faster than non-club members. Normally this club is $197/month, but you’ll get 3 months free with the Job Search Success Formula program. That’s just under $600 in value!

So the Job Search Success Formal is $797 and with the VIP and Fast-Action bonuses you’re getting an additional $1100+ worth of services that are sure to help you land that ideal job quicker. You probably think I am giving away the farm on this one, but I want to arm you with everything you need to land your next job. Get these extras now when you register at www.JobSearchSuccessFormula.com right now.

This is going to be one of the only times I offer this program this year.

OK, let’s get to the next part of our program which is how to best use LinkedIn to find your potential hiring managers and more job opportunities.

Honestly, I could give a whole two-hour presentation on how to build a profile that attracts your ideal employer. Today though I want to focus on what to do on LinkedIn once you have your profile in tip-top shape. I think people struggle here, especially those that are not that comfortable on social media.
Job seekers just getting started with LinkedIn often cite being afraid of putting themselves out there. I’m here to tell you, you need to get over that if you’re going to leverage LinkedIn to your advantage. These days if you have little to no digital or social presence recruiters and hiring managers can hold that against you. This is especially true if you’re in the sales and marketing area.

So, how do you fix this? You need to get active. LinkedIn is not somewhere that if you build it they will come. You need to prompt them to visit!

One way to do this is to post updates. And just to clarify what I am talking about, this is where you see the quote icon on your homepage of LinkedIn that says “Share an update.” It is so easy to do this, but people get hung up here because they don’t know what to post.

I’m going to let you in on a secret. It doesn’t have to be your original content! Ninety percent of what I post on LinkedIn is not my original content. I most often share links to articles that I have read and simply put a one or two sentence thought about it.

Here is a list of things you can and should post in your updates:

- Current and upcoming trends in your industry
- Insights from projects you are working on
- Events or seminars you’ve attended, or are going to attend
- Articles or blogs from your industry
- Inspirational quotes

So before you flip out and tell me you don’t have time for all this, it can all be done in about an hour a week. Use tools like Hootsuite or Buffer to automate your posts. I program 10 weekly posts, 2 a day, in about an hour. Most of that time is finding and reading the articles. Yes, I read everything I post to ensure its quality. A site like Feedly.com or an app like Flipboard can help you curate content to share.

Here’s another secret. Photos and videos get shared way more than text alone. We live in a short attention span society and images catch people’s attention much quicker than words.

If you want some tools to create quick and easy graphics for free or almost free, here are some websites you’ll want to use:

- ReciteThis.com -- graphics for tweetables
- Boldomatic.com -- bold text block as an image
- Canva.com -- gives you much more freedom to create your own graphics, yet is pretty easy for a non-savvy designer
- Animoto.com -- puts video clips together for you

So, by posting regular updates like this it keeps you in front of your network. I can’t tell you the number of times when I am at a live networking event and someone comes up to me and tells me, hey I read all your posts because it’s really good stuff. All you have to do is post once or twice a day and you’ll see an uptick in the number of views you normally get on LinkedIn.
This leads me to the next thing to do on LinkedIn, add connections. I hope you’re all not only looking at the “Who’s Viewed My Profile” link on LinkedIn, but also reaching out to those people. Yes, it may seem a bit Big Brotherish, but it’s totally acceptable if you do it the right way.

View their profile. If it looks interesting to you, reach out and send a personalized connection request. Say something like “Thank you for taking time out of your busy day to view my profile. I’d like to open up my network to you. If there’s anyone you’d like to connect with, I’d be happy to introduce you.” Don’t worry if you didn’t get all that, I am going to give you a cheat sheet for connection requests at the end of this call. You’ll get all my scripts for connection requests.

You’ll be surprised at how many people accept your invite. Then you’ll also be surprised that practically no one will take you up on your offer. That’s ok. The point is you’re offering something of value to the person and not sending that default “I’d like to add you to my professional network on LinkedIn.”

Once you’re connected you can send them a note through LinkedIn asking for a brief conversation because you like to get to know your new contacts and how you may be able to help each other out. Some people will be open to doing this and others won’t. That’s OK. My point is you need to reach out again after the connection is made. You’re not just trying to increase the number of connections you have. You’re trying to make purposeful connections.

So reaching out to those that viewed your profile is kind of like a warm lead. They already checked you out, and you’re just following up.

If you’re up to doing some cold connecting on LinkedIn, the advanced link to the right of the search bar is going to be your new best friend. It’s here that you’ll be able to find potential hiring managers. In the Title field simply type in the most common title of the person who would be your manager and in the Company field type the name of the organization. Then check the box in front of 2nd Connections. When you hit search you’ll instantly get a list of potential hiring managers.

What I call a semi-cold connection is using the Alumni tool to find people to connect to. For some reason if you share the same college or university with another person it instantly provides a bond. People are pretty open to helping out a fellow alum. You can find the Alumni tool under the My Network menu. It’s easy to filter down to a particular industry or even company and then extend a personalized invite that states something like “I noticed we were both IU grads and I’d like to connect.” Now you have a topic to discuss once that person accepts your connection.

One last Ninja trick I want to share with you to help you expand your LinkedIn network is to search through your 1st degree connections’ connections. The purpose of this is to find some people that your 1st degree connection can introduce you to. This is probably the best way to get connected because you both have someone you know in common. [screen shot on page 4 of action guide]
Here’s how to do it. You need to be on your 1st degree’s profile page. Scroll down to the box with their connections. Click the magnify tool and type in your search term in the box. This is the Ninja part. An advanced search link will appear in the box. When you click that you can then start filtering the search results. I recommend filtering on 2nd Connections at a minimum so you can zero in on whom you don’t already know.

I like to think of LinkedIn as networking on steroids because it’s open 24/7 and there are so many ways to target who you want to connect with. So use it to network!

The other thing to do on LinkedIn once you have your profile built is to build your personal brand. An easy way to do this is to get involved in groups on LinkedIn. Now LinkedIn did some major overhauling to groups last fall so you may have a bit harder time finding groups since some are now hidden. However, it’s still pretty easy to find large groups related to your industry to join.

Once you become a member of the group you may want to lurk for a little bit to see what types of conversations are going on and what types of posts get the most engagement. You definitely want to read the rules of the group too, so you know what is and is not allowed.

Then start commenting on posts when you have some valuable insight to share. When you get a bit more brave post a question to the group. I have found questions tend to get the most engagement in groups vs. sharing an article. All this activity builds your credibility in addition to getting your name out in front of people in your industry.

The last thing I want to say about LinkedIn and groups is to make sure you check out the Jobs tab in groups. You will find job postings related to your industry that ARE NOT posted in the regular job listings on LinkedIn. It may be worth your effort to scroll through that tab to find something that isn’t posted on a main job board and doesn’t have a lot of competition. Not only that, but you’ll have the name of the poster and can reach out to them directly.

**INTERVIEWING**

OK, we’re in the home stretch now. I’m going to end by giving you some secrets about interview questions.

Top 7 common questions and how to answer them

Chances are pretty high you’re going to get this question, or some flavor of it.

1. **Tell me about yourself (and why you want to work here)**

   **Purpose:** The reason you’re asked this is hiring managers want to see if you can succinctly summarize your career, a test of your communication skills. They also want to know why you would be a good fit for the company.

   **What to avoid:** Obviously, you’re not going to start with I was born in... You also don’t want to be really lengthy in your answer. Don’t go over about a minute and a half with your answer. And,
as it relates to why it's the company for you, you don't want to answer because it's 5 minutes from my house or because it's ranked one of the best companies to work for.

What to focus: You want to give a brief overview of your career while highlighting relevant experience that you know would benefit this company. You also want to demonstrate your uniqueness. Tell a quick story that shows how you bridge the gap between marketing and sales if that is what you do better than anyone else.

As far as answering the why here part, speak to how the role is aligned to where you want to grow your career and what you've already been working towards. Tell how your skills and background can help tackle some of the known challenges for the role. Compliment the direction the company is headed in and that you are excited to be part of the team that will help it continue to be a leader in their industry.

Depending on your particular work history you’ll also likely be asked:
2. Why are you looking to leave your current position? What happened with your last position?

Purpose: The interviewer is trying to determine why you aren’t currently satisfied. They are also assessing the risk to bring you on as an employee. They want to know if you’re the type to get bored quickly and move on. Or they want to know if you’re motivated to work if you’ve been out for a while. I kind of equate this to real estate and a house that’s been on the market for a while. Usually that’s a red flag -- it’s over priced, not updated, has a stubborn owner or a combination of all three. The interviewer is searching for red flags.

What to avoid: You don’t want to allude to any red flags. So don’t talk about how you were underpaid, didn’t get along with your manager or didn’t like the long hours. If you’ve been out of work for a while don’t say you’ve been interviewing for the last 12 months.

What to focus: You want to speak to how much you enjoy or enjoyed your last position. That it was rewarding, but now you’re ready to take on a larger role and new set of responsibilities that are not available at your current company.

If you were terminated (fired) from your last position, you want to be honest and succinct. Talk about how you made an error in judgment and learned from that mistake. Or if it was a personnel conflict how you would approach a similar situation differently now.

If you have a long gap between your last role/position state you wanted to take some time to reflect on what was truly important for your career and ensure you updated your skills and perspective before moving into your next role. Or one of my favorites for older job seekers is you tried retirement and it just wasn’t working out.

3. What is important to you in a work environment?
Purpose: With this question the interviewer is trying to see how you would be a good cultural fit. In fact, I had one CMO tell me he asks these questions because he wants to know what kind of environment candidates enjoy or don’t enjoy.

What to avoid: Don’t talk about your desire to have a large cube or office or bash an open environment with little to no walls separating co-workers. You also don’t want to focus on physical amenities like a cafeteria or gym. You even want to stay away from talking about an environment that provides good career opportunities so you can move up. At this point you don’t even have the job yet, so you shouldn’t be talking about your next position?

What to focus: You want to provide an answer that speaks to the type of colleagues you best work with -- people that are intelligent, passionate and energized about what they do. Then tell how that helps you do your best work. You can also reference doing well in an environment where you know you are helping that company’s customers be successful and feel good about the impact you’re making on their lives.

4. Why should we hire you?

Purpose: This question gets asked because employers want to know how confident you are in your abilities. It gives them a perfect opportunity to assess your self-confidence.

What to avoid: You don’t want to say anything that implies you have a big ego. So no “because I was the top of my class or I’m smarter than others.” And, don’t be trite and say “I’m a hard worker.” Who isn’t and why would they want to hire someone that isn’t? Finally even though you may be the most fun person in the office it’s not really a selling point.

What to focus: You should answer this question with ways you are different than every other person with similar skills and experience as you. Go back to the AIDA steps we talked about earlier and revisit how you created attention and desire. Then you’ll have the content to formulate a great answer.

For these next three questions we’re going to move into behavioral questions. These types of questions are an interviewer’s attempt to see how past behavior can predict your future performance.

5. Tell me about a specific situation where you failed.

Purpose: Another flavor of this question could be what are you weaknesses. Either way the interviewer wants to hear about your learning process. They want to know how you learn from mistakes or projects that didn’t pan out as you thought they should. This is no doubt this is a tough question, but you must be prepared to answer it.

What to avoid: Don’t talk about trivial things like you were late to work and missed completing a critical task that day. Definitely, don’t say you don’t have any weaknesses or projects that missed the mark. Nobody is perfect and the interviewer will see right through that.
What to focus: Before I tell you exactly how to answer this question, I want to tell you that you should spend some time answering this question. You’ll want to frame your story. So some good stories to tell are events or projects where your actual weakness or failure becomes irrelevant. For example, maybe you have a story where you took on some extra work to help someone out in a bind even though it seemed like a daunting task for you. And from doing this you learned just how much you could accomplish when you put your mind to it. It may have not been the most perfect job, but it met the deadline and you learned about an area previously unfamiliar to you.

Or maybe you have a story about missing a critical deadline that delayed the final delivery of a product because you failed to obtain buy-in from a key stakeholder you assume would be “on board” with the plan. The key lesson you learned and have been using since then is to always identify key stakeholders up front and obtain their buy-in early and active support along the way.

6. Tell me about a past accomplishment you were particularly proud of.

Purpose: The interviewer wants to hear about what you consider important as well as how you may bring value to their team. Another flavor of this question may be tell me about your greatest strength. This can be work related or it may be a story from your personal life.

What to avoid: It’s difficult to go too wrong in answering this question. Just be sure not to talk about your perfect attendance or covering for a co-worker when they were sick.

What to focus: Again, you should have an answer prepared before you even walk in to an interview. You want to make sure mention a must-have skill for the job and how some of your transferrable, softer skills played a role in helping you reach that particular accomplishment. For example, maybe you were a lead on a new product launch at work that had to be completed in a shortened time frame. You rallied the troops together and implemented an internal plan to keep everyone motivated and on task. The results were you launched the new product and beat the first year revenues within the first 10 days it was on the market.

7. Tell me how you handle conflict at work.

Purpose: With this question, the interviewer is looking to assess how you handle situations that come up often in a workplace. They want to ensure your approach is one that would fit in with their culture and has positive results.

What to avoid: Never say you haven’t really had any conflict or do your best to avoid it. Employers don’t want someone that may just sit and stew or just go with the flow because it’s easier than confrontation.

What to focus: You want to identify the conflict, the situation that led to it, and how you resolved it. So for example, maybe there was a time where you had two teams reporting to you who were not getting along and it was affecting productivity. You got approval to bring in outside consultants to train both teams on how to lay the groundwork to have a high-performing team. Even though it took time and resources to get everyone trained, the results were your revenues
increased 10% over the previous year. This is kind of a simplified answer, but you could expand on the details of how you got the approval and why you felt a 3rd party could do a better job than dealing with it solely on your own.

So by now, I hope you feel prepared in how to approach your job search, start marketing yourself, and feel more confident in answering the tough interview questions.

Now for the gifts - whether you decide this is the right time for us to work together in the Job Search Success Formula or not, I want you to have these 3 gifts to help you get that new job faster.

The first bonus gift is your **Job Search checklist**. Now, you’ll know what you need to do to prepare for your search.

The second gift is your **LinkedIn Strategy Guide**. Once you have a stellar profile, this guide will help you know what to do next. It goes over many of the strategies we talked about today.

Finally the third gift is my **LinkedIn Connection templates**. These are scripts you can simply copy and paste when you want to reach out to new people on LinkedIn. I also provide some templates on what to say back to people you’re not sure about connecting to. In case you didn’t know, you can always reply back to them before hitting the accept button.

Okay, I want to open up the call for questions here in a moment, but first here’s the recap on today’s special offer. If you enroll in the Job Search Success Formula today at [www.JobSearchSuccessFormula.com](http://www.JobSearchSuccessFormula.com) you’ll get a bonus private consultation with me AND (90 days) 3-month access to the Brand Your Career Club. In addition to these bonuses you’ll get in-depth reviews of both your resume and LinkedIn profile, templates from award-winning resumes, and worksheets to help you map out your job search strategy.

To take advantage of this special offer go to [www.JobSearchSuccessFormula.com](http://www.JobSearchSuccessFormula.com) and click the “add to cart” button.

So, thank you for your participation. I greatly appreciate you investing your time. In addition to those free gifts I mentioned, you’ll also be getting a recording of this training along with a copy of the transcript.

Let’s open up the call for Q&A. This can be about anything I discussed in the training, general job search questions or questions about the Job Search Success Formula program. *6 will unmute your line. Who has the first question?