

CAREER SEARCH SUCCESS GUIDE



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Welcome! Thank you for downloading this guide. Whether you're new to the job search process or making a career change, you've taken the first step in preparing for a great career!

I've learned a lot about the job search process in my career and I've put together all the best practices and resources to create a single guide to help you get the great career that you deserve.

Thank you for embarking on this journey with me! Feel free to send me a message anytime at contact@leighneys.com.

When you're done reading through the guide, also visit my website for more advice at www.leighneys.com.



RESUME WRITING



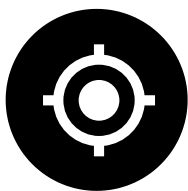
A personalized resume is a key component in the job search. Your resume helps tell your personal and professional story and highlights your key skills, experiences, and accomplishments. Hiring managers have only a short amount of time to review applications, so you have to make a great impression to stand out from others.

A typical resume is 1-2 pages in length, while more experienced professionals may have 3-4 pages. It is best practice that you tailor each resume to each job you apply for.

***Your resume
should include:
Profile Summary,
Skills, Experience,
and Education***

RESUME COMPONENTS

What should you include in your resume? In addition to your demographic information (name, email, and phone number), be sure to include the following key components to highlight your most relevant skills and experiences.



No. 01 – Profile Summary

The profile gives a concise summary of your top skills and experiences as they relate to the position you are applying for. This section should be three to four sentences and outline how your background reflects the job description. Use action verbs and highlight your accomplishments.



No. 02 – Skills

You want to highlight your top 10-20 skills that are relevant to the job posting. This section should reinforce and expand upon the profile summary and connect directly to the job posting. Start with your most marketable skills. Next, include skills that reflect your personality (also considered soft skills) and add value to your application. Finally, add any technical skills that enhance your profile and relate to the position.



No. 03 – Experience

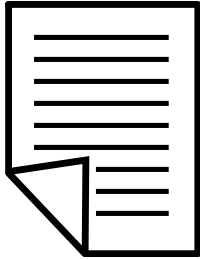
There are numerous ways to include experience on your resume, but by far the most common is a chronological listing of experiences. Start with your most recent job experience and include the position title, organization name, and dates of employment (months are not necessary). Summarize your job responsibilities in a three to four sentence paragraph and then highlight your greatest accomplishments in each role. Use quantifiable data if at all possible.



No. 04 – Education

The placement of the education section can depend on the industry. For jobs in the education industry, this section should figure prominently at the top of your resume with any relevant certifications and licenses. You do not need to include dates of graduation, just include the degree title, the degree field, institution and the city and state. For other industries, listing your education below your experience is appropriate.

COVER LETTER PREP



The cover letter is your opportunity to introduce yourself to the search committee and outline why you would be the best candidate for the position. Think of it as your personal sales pitch - make yourself shine!

The key to a great cover letter is identifying the organization's needs and outlining how you, as a candidate, can provide solutions to their needs.

Here's how to put together a great cover letter:



- Keep the formatting simple and easy to read
- Use 12-point font or similar and use standard margins
- Your cover letter style should match your resume



- One-page is the standard length of a cover letter
- Customize each cover letter to the position
- Personalize the greeting if possible: "Dear Mrs. Smith" rather than "To Whom it May Concern"



- Use at least three paragraphs of text: Introduction, Skills/Accomplishments, and Conclusion
- Expand upon your resume, don't simply summarize it
- Proofread several times before submitting

JOB SEARCH SITES

The job search process has changed considerably over time. Technology has enhanced and expanded the scope of the job search process. You will need to devote considerable time and energy to your search, otherwise you'll miss out on opportunities to apply for positions. Make the search a part of your daily routine.

Read through job postings carefully and don't be afraid to follow up with the recruiter if you have questions about the position. Double-check the application requirements to be certain you have prepared all the relevant materials.

Where to start looking for job postings? Check out the details below for some of the most popular job sites.

Best Site For	Link	Notes
Comprehensive Job Listings	www.indeed.com	<ul style="list-style-type: none">• Users can search for jobs, submit resumes and research companies
Remote Job Listings	www.flexjobs.com	<ul style="list-style-type: none">• Subscription based, but jobs are fully vetted• Over 30,00 active jobs
Connecting With Recruiters	www.linkedin.com	<ul style="list-style-type: none">• Popular for job seekers and recruiters• Users can post jobs and apply from site

SOCIAL MEDIA

Employers are checking your social media presence. Inappropriate social media posts have disqualified candidates for consideration and have even led to discontinuation of employment. You must consider your social media accounts as legitimate sources that can be reviewed as part of the job search process. Remember that digital content can live forever! Read the tips below to help keep your social media sites safe and appropriate during your job search.



No. 01 – Privacy

Revisit the privacy settings on your account and apply the strictest settings. Carefully consider who you grant access to for your social media sites.



No. 02 – Posting Content

Review your posts, photos, etc., and put yourself in your prospective employer's role – does this person represent the qualities we would want in an employee?



No. 03 – Investigate

Google yourself and investigate any results that are not favorable to your image.

Social media can be a very useful tool to expand your job search and find connections.

Here's how to use Social Media to your advantage:

- Focus your efforts on fewer sites
- Keep your content consistent
- Connect with individuals and groups that represent your ideal career fields and favorite companies
- Share content and support your network

INTERVIEW GUIDANCE



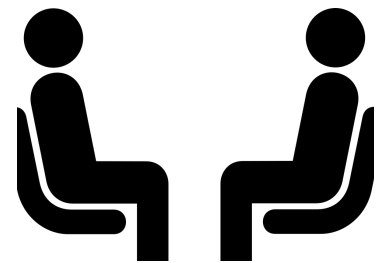
Want to make the best impression at your interview?

Do your homework: Read up on the company's website and related news online. Take note of any major accomplishments, strategic plans or recent updates. Use this information to help structure your responses to commonly asked questions.

Review the job posting: Know the position well and understand the responsibilities.

Practice your answers to the most common questions:

- Tell us about yourself?
- Why did you apply for this position?
- What are your greatest strengths and weaknesses?
- What questions do you have for us?



Plan your wardrobe: Business casual dress is always recommended. Be your best self!

Prepare for technology: If your interview uses technology, be sure to test it first. Find a quiet space with good lighting and reliable internet access. Be sure to smile!

ADDITIONAL ADVICE

Ready to tackle the job search? There is a lot to consider! Be sure to have your resume ready and up-to-date with your latest achievements. Have a cover letter template available to customize for your application. Also double-check your social media presence and have your LinkedIn profile optimized for recruiters.



Be consistent and persistent

- Job searching and landing the perfect career take time and resources
- Schedule consistent time to job search and and apply for open positions



Practice, practice, practice

- Find a friend or coach that can help you prepare for the interview
- Refine your responses to commonly asked questions and be confident in your abilities



Don't give up!

- Reach out to your network and tell them you're open to opportunities and to solicit job leads
- Find support from friends, family, coaches and others

THANK YOU!

I launched my business in 2021 and have been overwhelmed by the support I've received. I take pride in all that I do and in the long-term relationships I've fostered in the process. Making an investment in your career will give you the peace of mind that you have all the tools and skills to showcase your unique skills and experiences and get the job you deserve!

I provide individualized career coaching, resume and cover letter writing and LinkedIn branding services. My greatest success is hearing about all the great things my clients accomplish in their dream careers!

Explore my website and feel free to get in touch with any questions.

Interested in further career coaching or services? Contact me and let's talk!



Contact

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