I WANT A NEW JOB, NOW WHAT?
How to Jumpstart Your Job Search

Presented by
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and Founder of Create Your Career Path
Job Searching Can Be **OVERWHELMING**

- New technology
- Information overload
- So many steps to take
- Not enough time/Unsure how to use time wisely
COVID 19

Due to COVID-19:
• Workforce can feel more isolated
• Job seekers uncertain how to handle their search
• Can feel more difficult to maintain connections
• Collaboration, morale, belonging, corporate culture can take a hit
Job Searching Can Be **OVERWHELMING**

73% of job seekers are stressed
Don’t let that be you!
AGENDA: 6 ESSENTIAL STEPS

1. Identify Your Goals & Brand
2. Revise Your Resume & LinkedIn
3. Develop Your Elevator Pitch
4. Start Networking
5. Conduct Informational Interviews
6. Finalize Your Strategy
Step 1. IDENTIFY YOUR GOALS & BRAND

Poll: How targeted is your search?
• Very
• Somewhat
• Not really
Step 1. GOAL
What’s your ideal job?

Ideal Career Model™

LAYING A SOLID FOUNDATION FOR YOUR IDEAL CAREER

Fulfillment is the cornerstone to a satisfying career. Like the corner brick of a house or building, it’s placement is indispensable and fundamental. While every brick is important on its own, once fulfillment is in place, the other bricks fall into place more easily and clearly.
Step 1. IDENTIFY YOUR BRAND

VALUES, PASSION & INTERESTS

STRENGTHS, EDUCATION & EXPERIENCE

PERSONALITY TYPE

...ALL LEAD TO YOUR BRAND

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Step 1. BRAND
Who are you?

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Step 1. BRAND – Clean it up

“70 percent of employers say they’ve turned down candidates because of something negative they found online.”

Check your online presence:

1. Google yourself
2. Review FB, Pinterest, etc.
3. Review LinkedIn

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Step 2: Revise Resume & LinkedIn
Step 2
REVISE YOUR RESUME AND LINKEDIN PROFILE

Your cover letter, resume and LinkedIn profile should represent you and communicate your brand.

**Top Tips:**
- Check the formatting
  - Maintain consistency, Use white space, cover letter and resume should be the same
- Include keywords
- Mention marketable results each time
- Have a summary at the top
Step 2: REVISE YOUR RESUME

Your resume is your personal marketing document: Your name is your brand

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Step 2
REVISE YOUR LINKEDIN PROFILE

• Summary at top can be personal
• Professional photo
• Measurable results
• Get recommendations (use them on resume)
• Use keywords
• Check the viewed by employers/recruiters

Proofread! Have a friend read your resume and LinkedIn.
Creating a Solid Resume and LinkedIn Profile is Worth it!

More than half of candidates are eliminated from the online job search by applicant tracking systems.

73 percent of companies have used social media to successfully recruit and hire a candidate.

Only about five applicants actually earn an interview from hundreds of applications.

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Step 3: Develop Your Elevator Pitch
Step 3. ELEVATOR PITCH

What is an elevator pitch?

• A pitch of about 150 words that lasts 12-20 seconds (the length of an elevator ride)
• It should spotlight the uniqueness or benefits you provide – the results
• Be memorable

Poll: How many of you currently have an elevator pitch?

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Step 3. ELEVATOR PITCH – How to get started

1. Identify your target audience
2. Write down the deliverables
3. Choose an opening sentence that grabs attention
4. Practice, practice, practice
Step 3. ELEVATOR PITCH – Examples

“I help government agencies and private companies navigate through the environmental compliance minefield. I deliver results for my clients; my projects are always completed on budget and on time.”

Environmental Engineer and Consultant
Step 3. ELEVATOR PITCH – Examples

“I help people and companies write about their products, services, and personal victories, so that they can get their amazing stories out into the marketplace. Everyone has an illuminating story to tell.”

Marketing Consultant and Writer
Step 4. NETWORKING

60%-70% of jobs are found through networking

- LinkedIn
- Facebook
- Meetup.com
- Alumni associations
- Industry associations
- Social groups

Poll: How many feel you know how to use LinkedIn for your job search?
Step 4. NETWORKING EFFECTIVELY

• Join 2-3 groups
• Participate regularly
• Connect with 2-3 new people every month
• Be strategic with each person
Step 5. INFORMATIONAL INTERVIEWS

An informational interview is a one-on-one conversation with someone who works in an industry you would like to work in, in a role or at an organization you’re interested in.
Step 5. INFORMATIONAL INTERVIEW BASICS

1. Start with people you know
2. Be specific
3. Be professional
4. Follow up
STEP 6. ESTABLISH YOUR STRATEGY

• Set a schedule
• Stay organized – set up job alerts online
• Update your voicemail
• Create a job search email address, signature
• Self-care
2 action steps in the next week.

• Review the model
• Conduct informational interviews
• Career Strategy Session

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Q & A
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Free Career Strategy Session