

THE 12 PROVEN WAYS TO GET JOBS HUNTING YOU

Fast easy actions that get results. Not just the same old song and dance.



Hi, I'm Courtney,

In this guide, you'll find the secret and not-so-secret tactics, methods, and insights proven to take the frustration out of your career and guide you to a job that's a fit.

Glad you're here,

A stylized, handwritten signature in black ink, appearing to be 'CK'.

INSIGHT: THE MOST VALUABLE COMMODITY IN YOUR CAREER IS YOUR CONFIDENCE.

The question on everyone's mind at the beginning of a job hunt or career change is: **"How long is this going to take?"**

Senior-level managers, directors, and C-level executives can expect **six months to one year of consistent marketing and outreach before being hired.**

Follow these tips, and it'll happen faster.

Hearing crickets? Only getting recruited to do your last job? Your marketing (that's what job hunting is) may not be aimed at the right target.

Want to get recruited while you're still working? Your LinkedIn profile makes that happen. [Get the best LinkedIn profile possible.](#)

ACTION: GET INFORMATION COMING TO YOU.

Set up alerts on sites like TalkWalker and Google

Searching for a new job or changing careers can feel like drinking from a firehose.

Apply a filter at the top of the funnel and have information on the latest jobs, trends, companies, and industries. Alerts bring the hunt to you.

Easier than searching the Internet for a needle in a haystack.

Read, research and curate.



INSIGHT: DON'T CROWDSOURCE YOUR CAREER.

"Would you mind looking at my
résumé?"

Crowdsourcing your résumé is a mistake. Same for your LinkedIn profile. People with professional quality résumé and LinkedIn get more opportunities and better jobs.

Everything in your life depends on the job(s) you get. Those depend on your online profile and your résumé second.

If you're reading this, you're past the point in your career when you rely on free advice to guide your future.

#ACTION: FOLLOW 10 TO 12 #HASHTAGS.

Choose ones related to your industry, profession, job title, skills, location, and specialties. When you see a recruiter or hiring manager posting Big Four or Fortune 500 jobs that interest you, follow them.

Employers and recruiters will post job openings with these hashtags.

TIP: add a hashtag for a location to refine your searches even more. #NewYorkCity

- LinkedIn gives more exposure to posts with a hashtag.
- Use between 1 and around 9, but no more than 10. TIP: 3 is optimum.
- Where you place your hashtags doesn't matter.

ACTION: KEEP YOUR COOL.

"Let me think about that and get back to you."

Business deals are full of choices that beg for thoughtful consideration, yet in a nervous split second, you can say or agree to something you may regret.

Need to buy some time? Try this:

"Let me think about that and get back to you."

It's a lifesaver.

INSIGHT: YOUR PROFILE IS VIEWED MORE THAN YOUR RÉSUMÉ.

Your LinkedIn profile is easier to interact with and more informative. A link to your profile is requested in 99% of job applications.

Which would rather look at to get to know a candidate? LinkedIn is where decision-makers go.

For help getting yours right, go [here](#).

ACTION: LOOK UP THE TOP CONFERENCES IN YOUR PROFESSION OR INDUSTRY.

Visit the site, and download the catalog, agenda, and speakers. What's the keynote topic? What are the hot session topics? Then, go to LinkedIn, look up, and connect or follow the speakers and attendees. Follow the conference hashtags. Who's posting, and what are they saying?

INSIGHT: LACK OF ADVOCACY IS WHY PROFESSIONALS ARE UNDER-EMPLOYED.

Have you noticed job hunting can be anxiety-inducing and isolating?

Do you have one job? That means your lifestyle hangs in the balance when you change jobs. Being alone tends to amplify the anxiety and risk that accompanies big changes like finding a new job or career. One way of de-amplifying the risk is to join a forces with others who will give perspective, insight, and advocacy.

Join a job-hunting, career-changer Mastermind. [Learn how to Mastermind.](#)



ACTION: DON'T CONFUSE TACTICS WITH STRATEGY.

"If you're tired from hammering your head against the wall, if it feels like you are never good enough or that you're working too hard, it doesn't suggest you're a loser. It means you've got the wrong strategy."

- Seth Godin

INSIGHT: STRATEGY IS THE CURRENCY OF CAREER ADVANCEMENT.

Without a strategy, you're broke even if you're rich in skill and experience. Experienced professionals tend to adopt the "no-change" strategy and do what worked before. You will get a job, but you're more likely to be underemployed. Try a new strategy.

Beachhead Strategy: dominate one area before expanding,

Least Resistance: go where others aren't.

Understand and Empathize: show others you understand and can solve their problems.

Exceed Expectations: be faster and get there sooner.

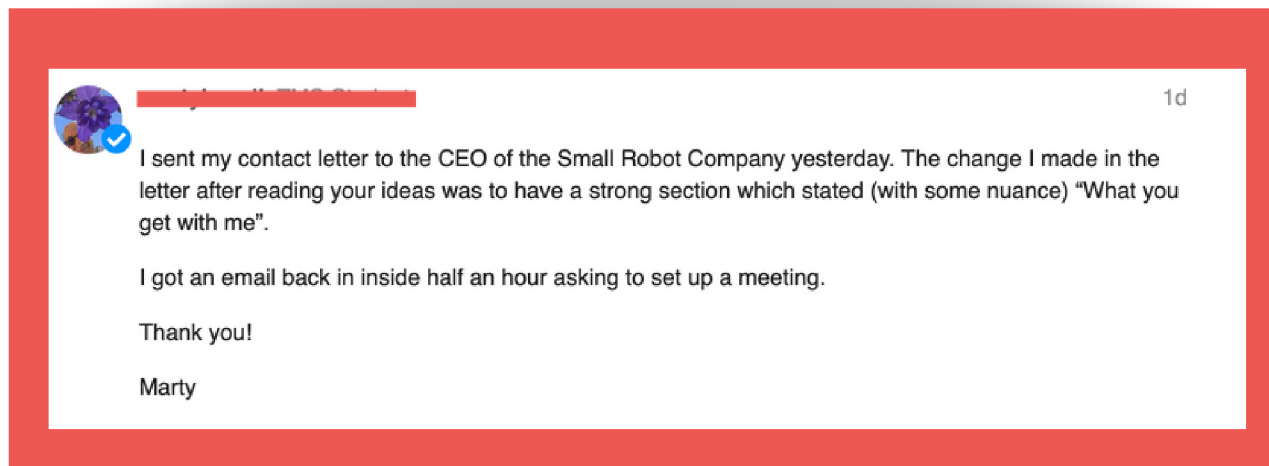
These are just a few examples. Decide which strategy works for you and apply it relentlessly.

ACTION: MESSAGE DECISION-MAKERS DIRECTLY.

1. Send a note with your résumé.
2. Keep it short and sweet - **100 words**.
3. Go directly to who you'd be reporting to, and **skip HR**.

Business is business.

TIP: When this proactive contact represents 80% of your effort, your response rates will soar.



*This tip gets the
most positive
feedback.*



When it comes to your career, there's a lot they don't tell you.
Today trends are changing faster than ever.

Take care of your career, and your career will take care of you.

Helping you enjoy more freedom and options while maximizing
your skills and experience is what I do.

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Thanks for being here!

Courtney



P.S. The best way to energize your career is to help others with theirs.

Feel free to share with attribution.

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Thanks for spreading the word.

CK

