

## Be your Own Recruiter 8 TIPS to Land Your Next Job

Searching for a job can be overwhelming. You probably don't have to do this very often so where do you start? Having a plan can reduce the time required to find your next job **and** help manage the anxiety that comes with this journey. Here are 8 steps to become your own recruiter and land your next dream job.

### 1

#### Acknowledge and assert your tremendous value.

Acknowledge and identify the specific value you can bring to an organization. Take inventory of your experience and identify your key skills. There are more than 32 million businesses in the US so there are plenty of opportunities to put your experience to good use.



### 2

#### Spread the Word

Reach out to your personal and professional network. Be specific about what you're seeking. Let them know the function you're best suited for and the specific industry expertise you possess. Let them know the kinds of problems you solve and the value you could add to an employer.

Identify recruiters that have expertise in your industry. Send them your resume with an overview of what you're looking for, compensation, location, etc. Be specific.

### 3

#### Update your Resume and LinkedIn Profile

Focus on providing content that showcases how you made your last employer better and the challenges you know how to solve. Showcase accomplishments. Many employers use AI to review resumes, so use keywords that apply to the job you are seeking.



Assess your LinkedIn profile. Choose a professional looking picture. Make sure the content in your resume and LinkedIn profiles are consistent. Seek recommendations. One way to solicit these is to provide one for someone else and ask for one in return.

### 4

#### Review Job Posting Sites

There are many job sites. Identify ones that cater to your industry. Common ones include LinkedIn, CareerBuilder, Monster, Dice, Ladders, GlassDoor and others.



**More than 70%  
of jobs filled  
are NOT  
advertised**

### 5

#### Uncover Unadvertised Jobs

- Identify companies that are most likely to value your skills and experience, even if they don't have an open job on their careers page.
- Identify the key contacts/hiring managers you would likely report to.

- Develop a cadence of outreach to this group. This should be a combination of emails, phone calls, texting, LinkedIn Inmails, whatever you can do. If possible, solicit introductions to increase your credibility.
- Create content and conversation templates that outline the value you would bring to their organizations, the problems you can solve and how you could potentially improve their organization. You can draw on your prior experiences. Be specific and reference examples of your accomplishments that are relevant to their company.

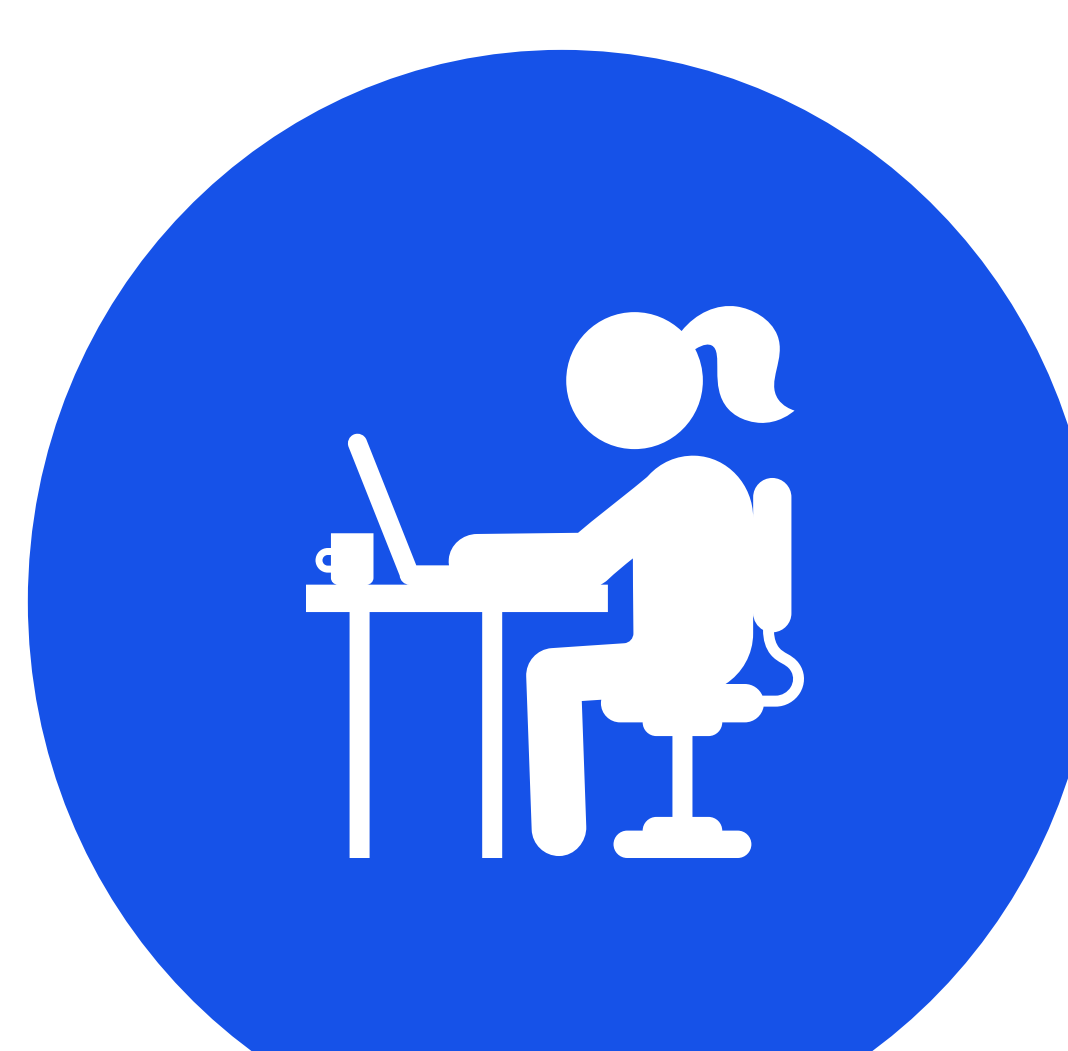


- **Write a letter and send snail mail**
- **Write an article about them and publish it on LinkedIn and other social media**

### 6

#### Separate Yourself from the Crowd

Most hiring managers are bombarded with emails and phone calls. It's important to separate yourself from the crowd so you'll improve your chances of getting noticed.



#### Consider creating a short video:

- Customize each one for each hiring manager and use their name to highlight this point.
- Let them know you specifically chose to pursue their organization because of your industry and function expertise.
- Acknowledge what they are doing well and offer ideas on how they could improve.
- If possible, propose a solution to a problem you know they are currently experiencing. Offer a free consulting session. This could provide you an opportunity to showcase your knowledge and confirm the value you could bring to their organization.



### 7

#### Follow Up, Follow Up, Follow Up.

Acknowledge your job search is very much like being in a sales position. To be successful in sales, you need to be persistent. Your goal is to get a response from the positions you have applied to and the key hiring managers you have identified. Follow up with each person as often as necessary.

The key is to develop a timeline cadence that is appropriate for your audience. If you've already interviewed, a weekly attempt is customarily acceptable. For opportunities with employers you're tracking, it could be monthly. Ask for referrals. Better yet, see if they would offer an introduction to another opportunity.

**"Either you follow-up or you fold-up"**

— Bernard Kelvin Clive  
Authority on Personal Branding

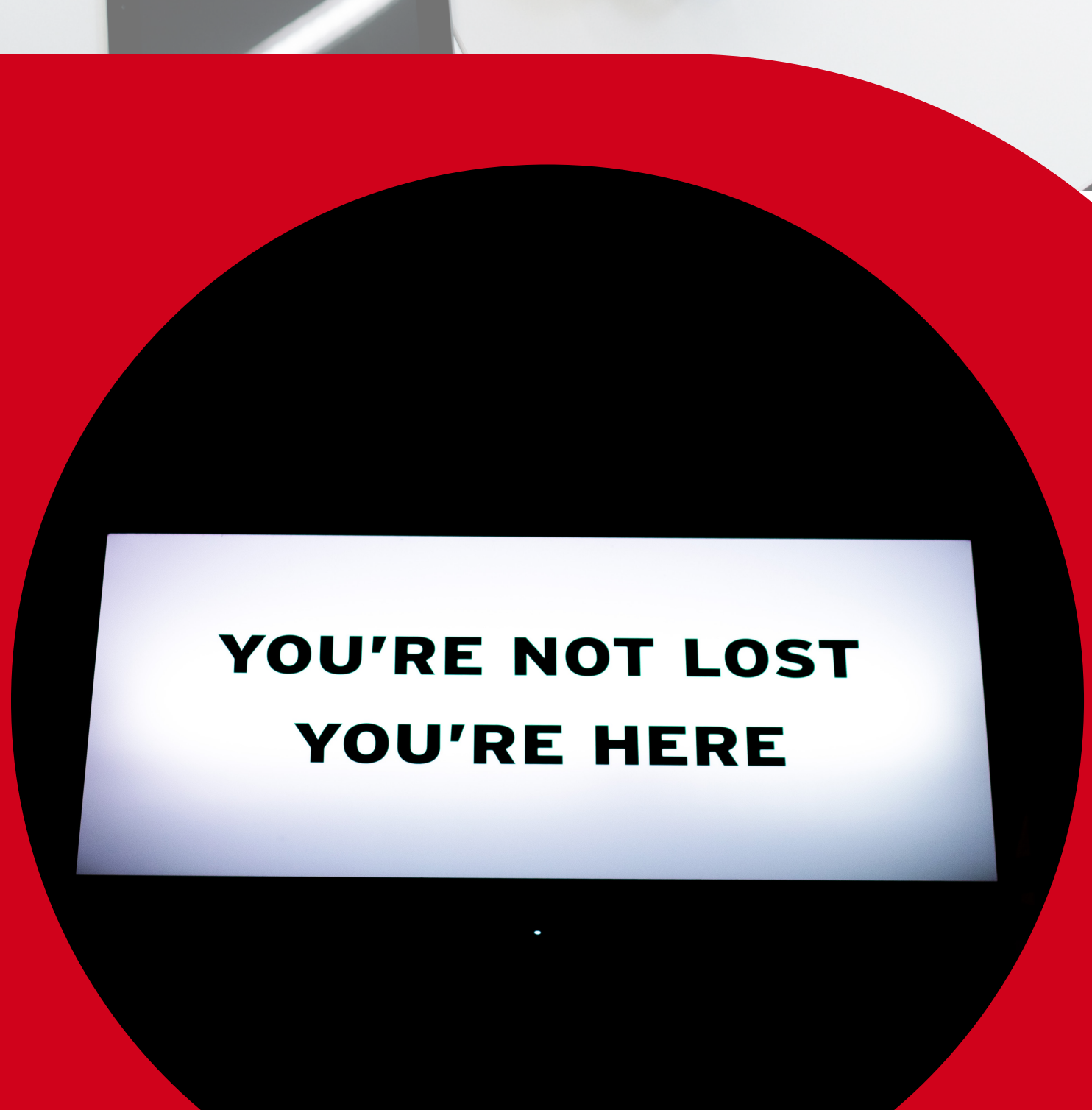


### 8

#### Remain Vigilant and Positive.

This journey is going have ups and downs. You are going to meet some great people during this process, but expect to face challenges. Resist letting setbacks steal the small joys you'll experience along the way. Remember how valuable you are and focus on how accomplished you'll feel when you land that new job.

**YOU'RE NOT LOST  
YOU'RE HERE**



**Have the confidence to know that you will get through this journey and find success sooner than you think.**