



Navigating the Hiring Process



AppleOne's mission is to find, to understand, and to fulfill the needs of another. It is our humble honor to support our talent throughout their career with coaching to interview with impact, leading to improved job offers. We have assembled over 50 years of experience and employer feedback into a guide that will help you navigate today's hiring process. The job market is hungrier than ever for talent. Employers are hiring, and there are many good jobs available. However, competition is setting a very high bar for job seekers. Now more than ever you want to distinguish yourself from other applicants in order to receive a job offer. The techniques in this Navigating the Hiring Process workbook have been designed to help you present yourself to employers as a true investment. Because the methods in this guide have been tried and proven by thousands of candidates, we are confident that if you diligently work through this book and complete all of the exercises, you will improve your chances of getting the interview and getting the job.

"AppleOne helps with your job search, provides career advice, and continually looks to get you placed in a job which match your skills/experience."

-A. Kumandan, Human Resources Coordinator, NYC Wall Street, NY

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SECTION 1:

Taking Stock of Your Career Priorities

All our dreams can come true if we have the courage to pursue them."

-Walt Disney

Step 1: Your Top Priorities

here are more than 7 million employers and nearly 150 million jobs in the US alone. By identifying your top priorities up front you will be able to target the right companies quickly, create effective pro-con lists to help in your decision making, and communicate confidently with hiring managers. This step will ultimately help you to secure a job that will bring you a high level of satisfaction.

I was very impressed with the seriousness in which they viewed my job search as well as the wide variety of tools that they made available to me in order to improve my professional prospects and growth."

-Christi S., Billing Clerk, Glenview, IL





1. List career priorities

The first step in your career search process is determining your priorities. List all priorities as they come to mind in the box below. Examples of priorities may include: maximum commute range, percent of required travel, job level (i.e. worker, manager, director, VP, etc.), defined career ladders, hours/days, autonomy, company reputation, company culture, dress code, team vs. individual work focus, salary, etc.



Create a priority list



2. Rank your priority list

| What are the top 5 pr characteristics you want i | Rate it based on your most recent position | What will you seek in order for that priority to earn 5 stars? |
|---|--|--|
| 1. | | |
| 2. | | |
| 3. | | |
| 4. | | |
| 5. | | |

${\it 3. If two companies of fered you the same salary, which priority would be the tiebreaker?}\\$

Step 2:

Your Target Employers List

ext, assemble a list of 25 desirable employers by printing internet search results, collecting printed leads, and handwriting a list of companies that come to mind. You are focusing on your commutable, geographic zone, and will be refining it later.



Activity Alert!

Assemble Desirable Employers

Sources of companies for this list include:

- $\checkmark\,$ Companies you already know that you would like to work for
- √ Companies in the same industry as your current or former employers (AKA competitors)
- √ Companies that worked with or provided services to your current or former employers
- √ Companies where your friends and family work

Insider Tip

Excellent resources for company information:



www.linkedin.com

FindTheCompany

listings.findthecompany.com (for a list of all companies within your commutable zone)



www.glassdoor.com

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Based on your top priorities and your companies with realistic jobs available, your goal is to prioritize the top 25

Step 3: Your Top Job Functions

Stay Focused - Pursuing Realistic Jobs

he number one secret of a successful job search, according to hiring managers, is to seek positions that match your existing job history and qualifications and that typically pay within your acceptable salary range. This workbook will encourage you to apply for positions that closely match your employment history.

| Ask yourself these questions about your Target Employers after doing some internet research: |
|--|
| What position can I best perform, or am I best suited for with them? |
| What is the likely salary range for that position? |
| Is that salary range within my own acceptable salary range? |
| What education or training has prepared me for that position? |
| What skills do I have for that position? |
| What work experiences are similar to that position? |
| What professional references would vouch for my ability to perform that position well? |
| What percent of the typical position requirements would require training? |
| Compared to nine other applicants, where would I likely rank? |

Think About It...

| Your To rsue: | p Thre | e Job F | unctions |
|------------------|--------|---------|----------|
| | | | |
| | | | |
| | | | |

Insider Tip

Forms and additional information are available at www.appleone.com/NHP

Step 4: Your WIFM Commercial

efore you start contacting your Target Employers, you need to know how to describe yourself as an investment. Fortunately, this is easy. Put the shoe on the other foot. Employers are hesitant to make a hiring decision when they have doubts about which candidate will have the most success in solving a real business problem or make the biggest contribution to their growth. Your challenge is to position yourself as a solution worth paying for. How can your abilities contribute as an eventual financial or productivity benefit? Address the employer's primary concern of "What's in It For Me" or WIFM.





When deciding what contributions you are likely to make, employers consider these aspects based on your past accomplishments:

- 1. Contributions you've accomplished in the past. Especially if a financial contribution (\$) highlighted.
- 2. What people who have worked with you said about you.
- 3. Your level of relevant experience to each task to be performed.

| \$ Increase sales/make money example(s) |
|--|
| \$ Increase productivity/output example(s) |
| What awards or special recognition have you received |
| |
| About you? How would your best colleagues and supervisors describe what it's like to work with you? |
| How would your best colleagues and |
| |

Great job - right?! We hope you are pleasantly surprised, as others have been, to recall the many things you have accomplished.





or over 50 years we have placed people nationally and have seen that building your script based on the methods below yields the most frequent employer call back success.

Creating a WIFM Commercial About Yourself

- State quickly a job function/industry/tenure so that they can rapidly frame what you are - job function wise.
- 2 State your best 1-2 contributions to keep their attention to read more. Quantify your contributions whenever possible. How many, what %, how long, etc. To add greater impact, shape your contribution into an example success story. Stories are easier to remember and re-tell to their executives. Tell them the story of a time when...
- State what a boss or co-worker would say about your personal characteristics. They are as close as an employer can get to your proof!
- 4 The best reference is the boss. When you are stating what a boss would say, state their job title and first name. It sounds more believable and impressive than just stating, "my boss."

Now you will fit the traits and accomplishments you identified in Step 4 into a script:

WiFM Commercial Script

1 I have _____ years of experience in (in target job function | in target industry | performing a key related job task) 2 In that time I was able to (most impressive 1-2 examples of what you've done-be quantifiable) (Boss, first name/job title | colleagues) would tell you that I am

(most relevant traits of what people you've worked with would say about you)

(second most relevant and impressive thing you've done)

Top Action Verbs

Top Action Verbs to Help with Writing Your Script

People Skills

- Articulated
- Collaborated
- Composed Convinced
- Defined
- Enlisted
- Interacted

Marketing/ Promotional Skills

- Moderated
- Reconciled
- Reinforced
- Specified
- Summarized
- Created
- Customized

Data/Financial Skills

- Analyzed
- Assessed
- Corrected
- Forecasted Netted
- Prepared · Projected

Helping Skills

- Advocated
- Aided
- Clarified Collaborated
- Resolved
- Simplified
- Supported

Organizational Skills

- Catalogued
- Categorized
- Charted
- Classified
- Compiled Monitored
- Routed

Technical Skills

- Constructed
- Converted Debugged
- Designed
- Fortified
- Overhauled • Programmed

Management/ Leadership Skills

- Controlled
- Delegated
- Developed
- Directed Established
- Generated
- Improved

Insider Tip

Additional Action Verbs Available at: www.quintcareers.com/action_skills.html

Practice saying your script to others until you feel comfortable with it. This script will later be customized into your job applies, telephone calls, post apply follow-ups, and post-interview thank you letters.



because I





SECTION 2:

Preparing for the Search Process

One important key to success is self-confidence. An important key to self-confidence is preparation."

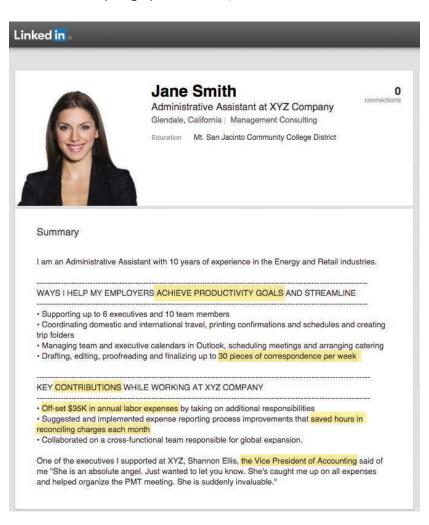
-Arthur Ashe

⊘AppleOne

Step 5: Being Found on Social Media

WiFM Profile Summary

The summary section of your LinkedIn profile is the first opportunity to get someone interested in you. You will use a version of your WIFM commercial to introduce yourself, but you will break it up into a format that has shorter paragraphs or bullets, which will be easier to skim.



Insider Tip

Getting Found on LinkedIn

You will appear in LinkedIn searches more often if you have more connections, and if you have keywords that employers are searching for in your profile. Employers are likely to search for job titles, skills, and industry names. So, connect to as many people as possible, and look for those keyword opportunities.

Do Some Research

What Will an Employer Find if They Google or Facebook You?

According to a CareerBuilder survey:

48%

of employers will use Google or sites such as Facebook to research candidates

27%

will monitor the candidate's activity on Twitter

23%

will review the candidate's posts or comments on rating sites



Getting Recommended

LinkedIn allows your connections to recommend you, which brings more credibility to your profile. Reach out to your previous supervisors or colleagues to ask them to highlight your best attributes.

Go to your LinkedIn Profile, and in the Recommendations section, click on "Ask to be recommended."

| Get Recommended Script | Get R | ecomm | ended | Script |
|------------------------|-------|-------|-------|--------|
|------------------------|-------|-------|-------|--------|

| Dear, |
|--|
| I am starting a new career search, so I am updating my LinkedIn profile |
| page to have as much impact as possible. I have always respected |
| you as a mentor and a professional, and your recommendation on my |
| profile would be very meaningful. In particular, I am trying to highlight |
| or prove that Ibecause as you'll recall that resulted in |
| (quantifiable profit, savings or productivity contribution for the company). |

I hope that you will consider leaving me a short recommendation. It would mean a lot to me, and if there is ever anything I can do for you, please let me know.

Take It From Us

Control your image on social media: (**V**)



- Delete anything that may be viewed in a negative light including profanity, photos of unprofessional activities, negative posts about your employers, or potentially contentious opinions.
- Lock down privacy settings.
- Temporarily unfriend/unfollow your "fun" friends to be sure what they post doesn't reflect on you.
- Add posts or contribute to discussions that will highlight your thought leadership on topics related to your target job functions or target industries if appropriate for the type of work you are seeking.

Step 5: Being Found on Social Media

Getting Viewed

Did you know that people with a LinkedIn profile photo are viewed seven times more often than people who do not have a profile photo?

People form an immediate impression about us when they see our picture, so be sure to select a photo that communicates that you are trustworthy, experienced, successful, smart, and motivated.

Tips for Selecting a Great Photo

- √ First impressions are all about you only show you in the photo.
- ✓ Make eye contact face the front with both eyes visible.
- Just like a handshake smile with sincerity and confidence; show your energy.



Good Examples













Improvable Examples













Avoid Common Mistakes

- Party pictures or sunglasses
- Cartoons and rendered pictures
- Pets, children and nature shots
- Obvious selfies or screenshots
- Full length photos
- Poorly cropped or lit
- Out of focus

Step 6: Getting Your Resume Seen

Have you ever applied for a job you knew you were "perfect" for, but then they never called? You have an awesome background, so what happened? You may be surprised to learn that your resume can get booted from an employer's application process if it is not formatted for their Applicant Tracking System (ATS).

Tips to Get Through Applicant Tracking Systems

- Complete. Complete every section in an on-line application. If you leave anything blank you may be rejected before anybody even looks at your application.
- **Example 2 Example 3 Example 3 Example 4 Example 4 Example 4 Example 5 Example 6 Example 7 Examp**
- Supporting Words. Modern ATSs look for keywords in context, so be sure to surround your keywords with other supporting words rather than just listing them.
- Certifications. Include any certifications you have. If you are pursuing a degree required by the position you're looking for add: pursing a degree in ______.
- Job Title. If you're applying for a specific job, include a single, centered line in bold below your contact information which states that you are seeking a position as (job title), with (company name).
- ◆ Avoid Fancy Designs. Things like graphics, tables, borders and shadows may look nice, but they confuse the ATS. This means you risk not having your information scanned at all into their system. Do not use lines across the page. Some ATSs read this as the end of a page.

- ◆ Fonts. Use standard fonts such as Arial, Georgia, Tahoma, Trebuchet, and Verdana and keep them to 10 or 12 points (ATSs get confused by larger type).
- Save. Save your resume as a .doc, .docx or .txt. (.pdf, .rtf and .jpg are not ATS friendly).
- Resume Sections. ATSs scan and create your record using the sections of your resume. Use clearly named resume sections: Summary, Work Experience, Education
- ♦ Work Experience. When listing work experience, start with the employer's name, followed by your title, followed by the dates you held the job. Each can go on its own line. Never put the date of employment before the employer's name.
- Headers and Footers. Make sure all information is in the document and not in the headers or footers.
- **Dullets.** Avoid special characters or accents for bullets.
- Abbreviations. Use both the spelled out version and the abbreviation. For instance: Certified Public Accountant (CPA)
- ◆ Upload. Don't submit multiple resumes to the same company. You can apply for multiple jobs, but be sure the resume is consistent. If given the option, it's better to upload a resume than to cut and paste into a text box.

72% of RESUMES

are never seen by employers

Step 6: Getting Your Resume Seen

Example of a Risky Resume

Contact info

Include phone number. Ensure email address sounds professional.

ATS layout, spelling & grammar

Cross check your layout to the ATS Checklist on page 15. Avoid lines and complex layouts that may confuse ATS scanners. Use "Work Experience" not "Professional Experience." Have somebody proofread for spelling and grammar.

Match job functions and objectives

Experience should match your objective and the job to which you are applying. Edit positions or information that isn't needed to span employment gaps or to demonstrate relevant skills.

WIFM points and tangible contribution (\$/%/#)

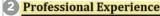
Have you documented your abilities and success stories with quantifiable or tangible points such as (\$) dollars saved or earned, (%) growth, or productivity units/hours saved or increased?

Jane Smith

radicalJane287@hotmail.com

Objective

Seeking a position as an accounting manager or other department management role.



Administrative Assistant for XYZ Company

While at XYZ company, I was responsible for supporting executives and team members. I especially enjoyed working on the corporate newsletter since it allowed me to be creative and broke up some of the routine of my regular duties.

Duties:

- Provide administrative support to executives and team members
- Coordinate domestic and international travel, print confirmations and schedules, create trip folders
- Reconcile credit card charges each month and prepare expense reports for reimbursement
- Draft, edit, proofread, and finalize correspondence
- Manage team and executive calendars; schedule meetings, arrange catering
- Prepare and update department spreadsheets and reports
- Collaborate effectively on cross-functional teams
- Suggest ways to improve processes; identify ways to improve my team's performance
- Seek out and assist with extra projects as needed or requested

Administrative Assistant for Widgets and More

While at Widgets and More, I was responsible for organizing the back office, and also helped to work the floor as required. I liked my boss a lot, but I ultimately decided to leave because I didn't really enjoy having to work in the store and smile, smile, smile as the store managers used to say. I was looking for something that wouldn't require such a "people person," type of personality and found something where I can be exclusive back-office. 3

- Process new hire paperwork, prepare training manuals, draft new hire schedule, conduct orientation
- Prepare weekly shift calendar, coordinate coverage for employee absenses 2
- Prepare requested quotes and proposals for sales associates
- Process orders
 - Provide back-up coverage for sales associates
 - Offer and open promotional credit accounts to customers
 - General office duties

Waitress for Yummy Food #3

1/2003 to 4/2004

2 5/2011 to 3/2015

- Demonstrated excellent customer relations
- Suggested desserts and apps to increase per check average
- Provided fast and friendly service
- Trained new servers

Education

AA - Social and Behavioral Science, 2004 Mt. San Jacinto - Menifee

Skills:

MS Word, Excel, PowerPoint, Outlook, Windows XP/Vista/7, FedFil, C1, E1, various proprietary databases.



Example of an Effective Resume

Remember your audience

Write for your audience. Include a description of the company/industry to help describe what you've done and to highlight industries you have experience with. Make titles and dates easy to find/scan. Think in terms of what they need and need to see.

2 Keywords

If an employer were filling a position, what keywords would they use to find you? Check your resume for inclusion of those keywords. Weave them through the resume. You can also include a section at the bottom of your resume.

3 State obvious job function matches and use their lingo

List what skills and experiences they are seeking and then cross check that you have matched those priorities on your resume. Do not risk letting them connect the dots. Use lingo they used to describe yourself.

4 WIFM points and tangible contribution (\$ | % | #)

Have you documented your abilities and success stories with quantifiable or tangible points such as (\$) dollars saved or earned or (%) growth, or productivity units/hours saved or increased?

Jane Smith

(555) 555-1234 janesmith@gmail.com

Work Experience

1 XYZ COMPANY - A global provider of equipment and services to the energy sector Administrative Assistant, 5/2011 to 3/2015

- Provide administrative support to 6 executives and 10 team members
- Coordinate domestic and international travel, print confirmations and schedules, create trip folders
 - · Reconcile 100's of credit card charges each month and prepare expense reports for reimbursement
- Draft, edit, proofread, and finalize up to 30 pieces of correspondence per week
- Manage team and executive calendars in Outlook; schedule meetings, arrange catering
- Prepare and update 3 monthly department spreadsheets and 8 reports in Excel and PowerPoint
- · Collaborate effectively on cross-functional teams
- · Suggest and implement ways to improve processes; identify ways to improve my team's performance
- · Seek out and assist with extra projects as needed or requested

4 Contributions and Recognition

I saved the XYZ Company \$35K in annual salaries by taking on extra responsibilities and assisting 2 additional executives, saving the company from having to hire additional employees.

"She is an absolute angel. Just wanted to let you know. She's caught me up on all expenses, and helped to organize the PMT meeting. She is suddenly invaluable."

-Shannon Ellis, Vice President of Accounting, XYZ Company.

WIDGETS AND MORE - The region's largest supplier of widgets with 5 retail locations Administrative Assistant, 8/2005 to 5/2011

- $\bullet \ Process \ new \ hire \ paperwork, prepare \ training \ manuals, draft \ new \ hire \ schedule, conduct \ orientation$
- Prepare weekly shift calendar, coordinate coverage for employee absences
- Prepare requested quotes (avg. 10 per week) and proposals (avg. 3 per week) for sales associates
- 4 Process more than 450 orders per week
 - Provide back-up coverage for sales associates
 - Offer and open promotional credit accounts to customers
 - General office duties

Contributions and Recognition

I saved Widgets and More \$10K annually by researching and hiring a janitorial company to service all 5 retail locations, obtaining a group discount on multiple locations.

"Jane, the meeting was a huge success! Thank you for organizing the meeting, lunch, and dinner!" - Thomas Perry, Store Manager, Widgets and More

Employee of the Month Jan 2006, June 2009, and March 2011

Education

AA – Social and Behavioral Science, Mt. San Jacinto - Menifee Pursuing a B.S. in Business Management

Skills:

MS Word, Excel, PowerPoint, Outlook, Windows XP/Vista/7, FedFil, C1, E1, QuickBooks Pro 2009, various proprietary databases. 10-key by touch



Step 7:

Your References Are a Decision Maker

mployers recommend you be prepared to provide six references. They have emphasized that when deliberating between applicants, it is usually the reference feedback that is the tiebreaker. References may include supervisors, executives, and peers. With six references with complete contact information to choose from, your potential employer can get what they need, which prevents them from moving on to an alternate applicant. Be sure to confirm references are comfortable recommending you and plant the seed for what they should tell a potential employer. Thank references after they recommend you. A nice thank you card goes a long way to keep them open to serving as a future resource.



Activity Alert!

Get Six References

| Name: | Day Phone: |
|------------------|--|
| Current Company: | Main Email: |
| Current Title: | Time To Contact: |
| Relationship*: | *-Former title/Co did you report to them or work with them? |

Reference template available at appleone.com/NHP

First Call to Confirm a Reference

It is great speaking with you again. I was just thinking how much I appreciated you as a mentor. I am preparing for a career change and I was wondering if you would feel comfortable recommending me to another employer.....

(wait for response). Thank you so much. I will let you know before I provide your contact information to anyone, but generally which daytime phone number and email address would be best? I know they will ask me to provide your current title and company. May I confirm that ________. Great. I really appreciate this. If there is ever anything I can do for you, please let me know.

Follow-up Call About a Target Company

My career search is starting to produce some results. I am applying for a job at _______, and they have asked for references. Are you going to be around in the next few days or is there anything I should let them know about the best time or method to get in touch with you? Thank you. They are looking for somebody who: ______, and as you recall I ______ and _____ when we worked together from ______ to _____ at _______ (company)

Step 8: Getting Referrals

tart by connecting with as many of your contacts as possible on LinkedIn and Facebook. Once you're ready to start engaging your network you should messenger, in-mail, call, or email everybody. For those you don't know very well, forward them your resume and let them know what you're looking for. People will want the opportunity to try and help you. Here is a sample script to use in an email. Be sure to modify it to fit the relationship.

Asking for a Referral

Finding Contacts

- Cell Phone/Computer Contacts
- Former Coworkers/Friends/Family
- Friends/Family
- Alumni
- Places of Worship
- Professional Organizations & Clubs
- Facebook Twitter LinkedIn
- Employment Agencies

I had a great meeting with my recruiter and learned some great tips. It is always good to seek advice from someone who has HR or employment related experience as they can guide job seekers to better look for employment in this competitive market."

> – A. Loy, Administrative Assistant, Alpharetta, GA



The two ideas that I thought were good advice for any applicant were first to look on the social media web pages as a form of interactive researching up on the company and after the interview walking in a personal handwritten thank you note. Great stuff!"

– S. Callahan, Computer Programmer, Temecula, CA

Step 9: Search Readiness Checklist

Before you begin your outreach: (v



- Facebook and other social profiles are locked down for privacy to prevent potential employers from seeing unprofessional posts
- Profile photos on social media sites are quality images and appropriately professional
- Resume is proofred by several people (consider having your past manager or co-workers review it to provide feedback about what they remember made you great!)
- References are confirmed, completely documented, and printed
- Preliminary messages are sent or calls to your entire network are done
- Outgoing cellphone voicemail message and hold music sound professional
- Ring-back tones that play music when somebody calls you are turned off
- Professional sounding email address is established (avoid fluffybunny@joke.com, instead use name@gmail.com or similar). Note that some email providers such as AOL or Yahoo may be more aggressive in blocking mail from automated systems. Consider using an email service that is less likely to block job offers or be sure to check your spam folders and white list all companies you are expecting email from
- () Is it time for a haircut?

Before you go on an interview: (



- Ory clean or purchase at least two good suits ready for interviews (see page 40 for advice on interview attire)
- Set aside money for babysitters, parking, haircuts, and other interview needs
- Ensure you can have reliable transportation within a two-hour notice
- Assemble a list of past employment dates and addresses to make applying easier
- Try to find current contact information for former managers
- Get a supply of thank you cards
- Assemble an interview kit with four copies of your resume, references, and any support documents such as certifications and appraisals

Congratulations! By completing the exercises to this point, you are already better prepared than half of all job seekers. Keep it up. Your next career step is within your reach.



SECTION 3:

Secrets of a Successful Job Search

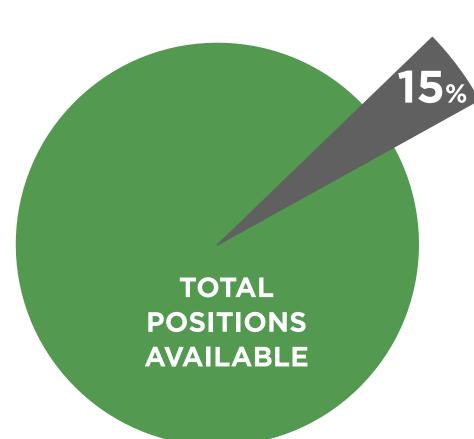
Many of life's failures are people who did not realize how close they were to success when they gave up."

-Thomas Edison

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Step 10: Finding the Most Job Openings

sk 10 of your friends where they found their last job and chances are some will tell you job boards or employment services. However most will tell you somewhere else, and that is an indication of where you should spend most of your time during a job search. You should absolutely set up some saved searches, job alerts, and apply to jobs on-line. Those resources are effective, but they are 15% of the total job opening market. The other 85% of the job opening market is not advertised. This means 85% of your time should be spent directly reaching out to target employer department managers, interacting with your network, and researching the hints that indicate unadvertised jobs.



of the total positions are advertised:

- General job boards: Monster, LinkedIn, and CareerBuilder
- Niche job boards such as DICE
- Aggregator job boards such as Indeed and Simply Hired
- Company career pages
- Jobs on discussion sites such as LinkedIn Groups
- Olassified ads such as Craigslist

Finding the remaining 85% Unadvertised Jobs

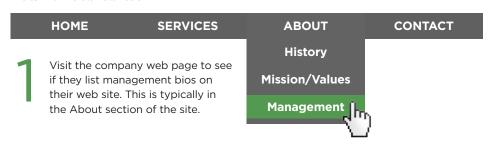
- Check your Target Employer's web site for a careers page.
- Follow their LinkedIn page for employees that have left, news of new projects. Employers do post jobs in their updates.
- Check your LinkedIn connections to see if they know anyone in the company they can help introduce you to for "Networking." Then sell yourself in your own words when you get the intro.
- Share the company with your AppleOne Hiring Advisor to see if they know anybody in the organization or have any insider tips.
- Find the person in charge of a likely department (see Google Search Tips on page 25) and call or email to introduce yourself and what you can do.
- Internet search such as Google Ads.
- Preferrals such as Facebook and Twitter connections.

Step 11: Get In the Names Game

our goal is to directly contact the person who has the power to interview you – instantly jumping you past an ATS or HR's filtering process. To do that you have to get in the names game by getting the names and email addresses of hiring managers. Getting their phone number is the gravy.

If you have a contact in the company they can give you contact names and information and even make an introduction for you. If you don't have a contact, the internet can help you with this using a few powerful search techniques.

How To Find Names

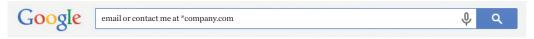


Try a simple search for the company name and likely titles on Google. Or a more advanced search that targets additional profiles on LinkedIn. Just replace company name and title with your target employer and variations of a likely title for who you are looking for.



How To Find Email Addresses

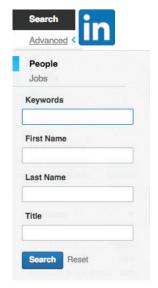
Company email addresses often follow a recognizable pattern such as **firstname.lastname@company.com**. Look for examples on the company site, or try the following Google search. The asterisk (*) is important to find email addresses.



Once you have the pattern for your target company, plug your target hiring manager's name into the pattern, and try calling the company to verify it:

I'm supposed to email some important documents to Jill Smith, but the email is being returned to me. Is her address jsmith@company.com or do I have that wrong? Great. Do you have her extension by any chance?

Go to LinkedIn > Click on Advanced Search > Then on People



There are several fields in this search, but the important ones are <u>Title</u> and <u>Company</u>. Put in your target company and try a few likely job titles.

Step 12: Target Employer Introduction

Customize your WFM Commercial for a Target Employer

- 🛆 Pick one Target Employer: ______
- B Start by stating something that your research into their company revealed and match that to something from your background that shows how you can help them and why you would be a good fit for their organization. In making them the focus right away, they will immediately be curious to hear what you have to say about them. Stating that you have already done research demonstrates that you are a serious, proactive candidate. Now, follow that statement with your matching skill. Be sure to use terms and lingo familiar to them, such as found on their website, press releases, and job openings.
- Add your Personal WIFM Commercial from page 8. Be sure to customize your traits and accomplishments according to their needs. Make the match. If you have a job posting or job description, clearly match their bullet point needs to your background. Your goal is to ensure they do not miss the point that you are a match for the position.
- Close by creating a sense of urgency and ask for a response.

Activity Alert!

Target An Employer



Sample Target Employer Email

My research tells me that ______ could be a good fit for my background because I see an ______

opportunity to make a contribution to your

(state a learned or expected need for your skills).

(Insert **W**rm commercial speech from Page 9)

I am going to be networking in your area next week and hoped you could be available for a brief introduction. Your time is valuable and I would focus on our introduction being a good use of <u>your</u> time. Would next week be reasonable or would a time to speak with me briefly on the phone work better?

| 0) | Bergen Pi au Karaman Simon | Male Orion Com. |
|----------|---|-----------------|
| | Shooters 1 Kall Changerin | Canarsie |
| | Franchismit Sampkinswille Mr. Milye Partonille | 7) |
| | Everyna Company Supplier Townsup mone O B C 103 5 | N LL |
| | Similar the A Property of the William To the William | lands Survey |
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| KIN | orthursworth Statewill I would | |
| | Middle lowing regulations 35 Bath Bensonhurst we som | The STONE |
| The said | Low Similary Wille I I I I I I I I I I I I I I I I I I | |

| Good morning (Ms. Mr.) | , this is | | to follow up or | n an email I sent. I am calling because |
|---|-----------------------------|---------------------------|--|---|
| **** | name) | (your name) | | |
| learned that your company does | | | _ and I believe I can c | contribute based on past experience |
| .et me explain: | (something you can contribu | te or be relevant to) | | |
| (Insert ₩ŶFM commercial speech fr | om Page 9.) | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| Even if you do not have any inh open | nings currently Lam con | ofident that an intr | oduction would be a | valuable use of your time. You never |
| Even if you do not have any job oper | nings currently I am con | nfident that an intr | oduction would be a | valuable use of your time. You nevel |
| | | nce in | | valuable use of your time. You never |
| know what you will need in the futur | e, and with my experier | nce in(relevant indus | try relevant department) | at the very least I will be able to off |
| know what you will need in the futur | e, and with my experier | nce in(relevant indus | try relevant department) By number is | at the very least I will be able to off |
| know what you will need in the futur you some valuable insights. My name | e, and with my experier | relevant industrial and m | try relevant department) By number is | at the very least I will be able to off |

Use a variation of the first voicemail script for your follow-up email, but include a bit more about what impresses you about the company and include the following P.S. *If you do have a current opening and would like to see a copy of my resume, let me know and I would be happy to provide that.*

They are absolutely amazing!! They matched my resume and qualifications with a wonderful, reputable company; they prepared me for the interview, attentively stood beside me and supported me in my job search by being in constant contact with me."

 $-L\,Babayants, Residential\,Counselor/Therapist,\,Rosemead,\,CA$



SECTION 4:

Training for the Interview

I was once afraid of people saying, 'who does she think she is?' Now I have the courage to stand and say, 'this is who I am.'"

-Oprah Winfrey

⊘AppleOne

Step 13:

Making a Great Impression



Before The Interview

What To Wear Checklist



You want the interviewer focused on what you are saying, not what your clothing or other non-verbal cues are saying about you. Be neutral. People sometimes make the wrong assumptions. You can express your individuality after you get the job.

- Clothing should be conservative professional.
- Make sure clothing is comfortable for sitting or standing. Remember that you may not be sitting at a desk so be careful about clothing that may shift as you sit or be revealing.
- Undergarments should not show through clothing.
- Hair should be groomed and should not cover your eyes or fall into your face.
- () Nails should be clean.
- Jewelry should be subtle, neutral, and kept to a minimum. Avoid anything that moves or may be distracting.
- Earrings are fine but other piercings should be removed.
- () Cover tattoos.
- Avoid scents of any kind. Allergies are common and some scents are too individual to risk getting their preferences right.
- () Avoid smoking before the interview.
- If you drive, make sure your car is clean. You never know who will see you arrive or leave.



Your Interview Starts as Soon as You Get There

- √ Arrive alone.
- √ Arrive early.
- ✓ Practice your handshake and warm smile.
- √ Greet the front-desk person. State your full name and the name of the person you're there to meet.
- ✓ Don't bring in any food or beverages.
- √ Eat a breath mint (optional).
- ✓ Don't fidget while waiting.
- ✓ Don't get too comfortable. Avoid talking on your cell phone, playing games with your phone or texting. Stay focused on your Success Form (see page 39) and a good introduction.
- √ When you are called for your interview, thank the receptionist.

 When you leave thank them again.
- ✓ Your introduction looks like this: you are smiling already, making eye contact, say 'hello I am glad to meet you,' the hand shake is a squeeze but not a death grip, and you let them lead the way.
- \checkmark If you have time, wash your hands and check everything one last time.
- ✓ Remember that you are awesome! You've got this!

Before The Interview

What To Bring With You



- Researched notes on the company (mission statement, values, recent news, bios)
- The Interview Success Form completed
- The job posting if applicable
- A notepad and pen
- At least 4 high-quality copies of your resume and references
- 4 Thank You cards

I was guided through various aspects of the job interview (some that I had not even thought of before) and was given excellent advice and great tips on preparing a good interview."

-R. Gutierrez, Data Entry and Customer Service Representative, West Covina. CA

Time For Training

You do not have to wait until you have a job interview scheduled to practice your interviewing skills.

The Most Common Reasons People Do Not Get the Job Offer

- × Poor Appearance
- x Too aggressive with self promotion instead of answering questions and discussing the position
- Unable to answer questions clearly, without being long-winded
- Didn't demonstrate interest in the company or enthusiasm to do the job
- No obvious preparation or taking notes
- x Too much emphasis on money, benefits, time off
- Focused more on the next career step than the current job
- Spoke ill of former employers or blamed others for the reasons left each job
- × Late arrival to the interview
- x Did not ask any questions about the boss, position, company

Job Matching: Your Golden Key for Interviewing

During the average first round, Hiring managers will:



Review 100's of Resumes

Phone Screen 15-20 People

Interview 4-8

This means they will be overwhelmed with resume bullet points and overstated accomplishments from candidates. Sometimes the interview process is disrupted by company projects, leading to a drop in their recollection of specific aspects of the candidates. In order to be memorable and really stand out above all other candidates, we have discovered that Job Matching is your golden key. Job Matching is when you focus all of your communications with the hiring manager on matching your skills and experience directly to the top priorities you believe the hiring manager has for the position (winning factors).

- **Research Employer's Needs**: Research the winning factors such as the job requirements, goals, pain points, and culture aspects of the staff.
- 2 Match Yourself To Their Needs: Narrow their needs down to the 3-5 most important winning factors. Research what the company does, and what they are seeking in the open position. Seek to understand the company Mission Statement and Values. The Mission Statement and Values contains their lingo. You can adopt their lingo to demonstrate you are like one of the team.

Example:

"Seeking an accomplished new business developer."



Accomplished in new business development.



Your Matched Version:

"I have earned the Top New Customers Award the last three years."



Sample Job Ad

We have an immediate need for a proactive Collections Representative with 2+ years of experience soliciting payments for overdue accounts. The ideal candidate will be able to demonstrate excellent customer service skills.

In this position, you will respond to incoming questions from clients and educate them and/or solve their issues to result in prompt payments. The relationships with our clients are sensitive, so you must show good judgment while still achieving high collection rates.

Skills/Traits Needed Your Job Match Examples 1. 2+ years of experience → I have 3 years of experience as a Collections Representative.

- Excellent customer service skills
 My boss Frank, the Collections Manager for Best Widgets, LLC awarded me The Customer First award because of my skill with achieving high collection rates without resorting to threats.
 Respond to incoming questions and educate them or solve their issues to

 For instance, one client was 55 days past due on a \$250,000 invoice. I contacted the client and learned that they had several questions about the way the invoice had been formatted. I worked closely with the Accounts Receivable department
- result in prompt payments to generate a replacement invoice that resolved the client's questions. Not only did this result in immediate remittance of the outstanding balance, the client personally contacted our company's CEO to praise the way I was able to respond to their needs.
- Sensitive to client while working at Consolidated Widgets the top sales executive, Tonya, was so impressed by my judgment and sensitivity to her clients' needs, I was the only collections representative she would allow to contact her clients.
- High collection rates

 | I was able achieve 95% collection rates compared to the company average of 80%. This resulted in saving the company more than \$5 million in write-offs.

Activity Alert!

Job Match



Take a Target Employer job posting and fill in the Job Match

It's easy, right? Now you try. Find a job you want to apply to and match yourself to it.

| 1. Employer's priority skills/experiences/traits needed for the position: | 2. Your Job Match skills/traits/experiences: |
|---|--|
| Most Important Skills: | Skills: |
| Most Important Experiences: | Experiences (any \$ contributions come first): |
| Most Important Traits: | Traits: |

Step 15: Answering Questions

n interview is a conversation and you want to speak between 60 to 70% of the time. Your goal is to demonstrate your ability to solve their challenge, and that your personality traits will fit into their organization's culture. To do that, you need to listen, make sure you understand what they are asking, and address their questions rather than using them as a jumping off point to brag off topic.

Activity Alert!

Practice Your Answers



Along the way, if they tell you something about themselves, the job, or the company, takes notes. It shows that you are engaged and taking the opportunity seriously.

Most Common Questions to Expect

So... tell me about yourself?

If they ask you to tell them about yourself, they don't want your life story, and they don't want to know about your hobbies or your pets. They want you to provide a broad and concise overview of your professional experience before they start to get into specifics.

Your answer should be about one minute and it should summarize where you are in your career based on an extended version of your WIFM Commercial Script.

I got into accounting because it allows me to draw on my strong attention to detail and my love for precision. My first job in high school was in my parents' shop. Their accounting system was a shoe box of receipts, but I found I really loved solving the puzzle and making the pieces fit. I studied accounting in school where I got a 4.0, which allowed me to secure an internship at International Widgets, a large multinational. That led to a position as an accounting clerk where my boss, Jill, the head of Accounts Receivable nicknamed me The Laser because of how quickly I was able to spot any errors. For instance, I found \$338,000 that had been improperly allocated, which saved the company \$5,397 in fees. Three years later, I still get a thrill every time my accounts balance, and my accounts always balance, so I really love what I do. I'm especially excited about your opportunity because it sounds like you really need somebody with great attention to detail like me.

Once you have your answer, practice saying it until it sounds natural and you can quickly respond in a fluid way. Don't try to wing it!



What is your greatest weakness?

If they ask you about your biggest weakness, they aren't checking to see if you can list a weakness that is really a strength like "I'm a perfectionist." They want to understand how self-aware you are and that you actively take steps to self-correct problems. For instance:

I have a tendency to get too focused on the task I'm working on to the exclusion of other tasks I need to accomplish. I find that by using a combination of To Do lists and effective prioritizing I'm able to get everything done and be very productive.

Why should I hire you?

The answer is two-fold; making a contribution worth paying for and proving you would love working for them. Remember your goal is to position yourself as a solution worth paying for. Go back and recite the key job match. Make your response quantifiable and be tangible. The second half of your answer should be to confirm culture fit. They want to hire someone that likes them, would enjoy doing the job, and has something in common with their culture. Tell them why you would LOVE working for them and doing the job! Compliments go a long way.

While at my last employer, I was able to save them over \$20,000 a year by implementing an inventory checklist. I feel confident that by bringing these types of ideas and enthusiasm to your company, I will be able to add to the success of your organization. Additionally, I have been very impressed with your strong team leadership and high expectations, and I would enjoy the opportunity to work hard for someone like you.

Why did you leave your last job?

Questionable departures and gaps in employment can lead to negative misconceptions by some employers and recruiters. Whatever the reasons, be confident and optimistic as you answer. Perfect a 30-second elevator speech highlighting your positive outlook and productivity in between. Don't apologize, and don't dwell. Be careful not to leave your answer at "I was not being challenged" or "I am looking for more challenging work" as it could mean you will leave your next job too quickly. Instead, be sure to bring it back around to why you're a great fit for the current job you're interviewing for.

Explain the gap with a smile and change the subject immediately back to the interview by asking a question. The specific question is not the point, but rather, asking a question redirects the focus of the interviewer. For example:

Termination:

There were some differences of opinion between me and my boss and I was let go. I accept responsibility for my part in not resolving them and I learned a lot from that experience. I still respect my past employer and I am ready to move on to an opportunity where I can help ______. What is your first focus for the position you have?

W U L P C h t problem South South

Why did you leave your last job? (continued)

Resignation:

I knew that I was ready for a change, but I didn't want to take my focus off the job if I were going to keep working there. So I did what I believe was the right thing and left the job, to allow them to get someone who was in it for the long haul and to allow myself some time to ponder my next steps. What are some of the departments best team attributes?

Gap between jobs:

Well, my time away from traditional work has brought even more value to future positions for me as you can see.

I understand this position needs someone to hit the ground running. What is the most immediate challenge I would be able to focus on and solve in the first few months?

What salary are you seeking?

Employers ask for salary information to decide how much they need to offer to get you to accept the job offer. By providing salary information to a potential employer upfront, you could limit your ability to negotiate a salary offer in line with your current contribution level. The ideal approach to the salary question is to avoid it. But you have to do it in a way that will not upset the hiring manager. At the same time, if you handle it correctly, an employer trying to recruit you will not want to press the issue.

I've done some homework and have a general market range in mind for this position but I understand that you may have other internal factors to consider. What can you tell me about the compensation you are offering for this position?

If they push for a figure

If the employer asks again, please note that delaying could be viewed as playing games or far above their approachable salary range.

From the research that I have done it appears that a position as you have described it would typically pay in the range of \$60-70,000 in this geographic area. Is that the range you had in mind?

If you have been sent to the interview by an AppleOne Hiring Advisor

AppleOne has asked me to allow them to address any questions related to salary. I can tell you that they know my range and what I am looking for, and I know that they would not have arranged this interview if there were any concerns about that.

Step 16:

Asking Job-Specific Questions

ne of the reasons Hiring Managers want applicants to have questions about how to do the job, and what the work experience will be like, is because they want to know you are trying to figure out if you can do the job as well. Not having job specific questions is typically perceived as being someone that would take any job whether they could really do it or not. Employers have noticed that too many candidates do not have tangible questions and simply state the deal killer, "I don't have any questions – you were very thorough." If you come prepared with thoughtful job/boss/department/goal related questions – you can instantly set yourself above other applicants.



Take a target employer job posting and determine 2 job specific questions you can ask as part of your applying process, follow-up, and in the interview.

| Q: | | | |
|----|--|--|--|
| Q: | | | |

Digging In Questions

Example of digging in questions that prove you are also qualifying the job match:

- What is the most important task to complete in the first few months?
- · How often is it done?
- Who is it for?
- Are there any challenges in completing that based on your experience?
- What would you like it to look like in its best form?
- Would you like me to give you an example of when I have done that?

Two other effective digging in questions are:

- What traits make for a successful employee here?
- What does a normal day look like and are there typical areas that get backlogged? Why?

AppleOne is an amazing staffing agency that genuinely cares about their people and their clients. I was helped in a kind and quick manner and felt that my needs were addressed 100%. I'd recommend AppleOne to anyone looking for a friendly and helpful company."

- S. Pickett, Customer Care Representative, Austin, TX

Step 17: The Interview Success Form

ow let's put all of the pieces together in your Interview Success Form. You will use this form to practice your interview skills, then you will take this form with you on your interview. It's a plus if Hiring Managers see your materials, as it proves you took the time to prepare and really care about their time. Practice with this form before each interview until you are smooth and natural and don't need it any longer.





| Company Name | Name of Interviewer/Title |
|--|--|
| .ddress | Interview Date |
| Phone | Email |
| VFM Commercial (Step 5, Page 9) | |
| Thank you for the opportunity to learn more a | about your needs and to introduce myself. |
| You may recall that I have years of ex | xperience in |
| (target job title in target industry key related job | o task) |
| In that time I was able to | |
| (most impressive brief success story of what you throughout the interview) | u've done (be quantifiable) you can elaborate based on their questions |
| My former Boss, first name/job title | would tell you that I am |
| (most relevant 1-2 traits of what the employer would Would you like me to elaborate on something Job Match (Step 13, Page 31) | |
| You mentioned earlier that you need | ← I am interested and able to complement that because I: |
| Job Skills/Abilities/Traits of the Position | Your Job Match Examples |
| | |
| Toughest Question You Expect (Step 16, Page 32- | |
| | |
| 1y Response: | |
| | |
| lob Specific Questions (Step 17, Page 35) Example: What sets your company apart from y | our competitors? (warmer) |
| Example: What sets your company apart from y | |
| | |

"Thank you for your interest in ensuring I am approachable. I assure you I intend to accept a fair offer that reflects my experience and qualifications. Is there a range you are working within?"

After discussing this opportunity and what you need to have accomplished, I am confident that I would do an excellent job. For example ___ I am very impressed with you and your company because ____ every day, I am loyal and take pride in continually improving. I would like to be a contributing employee at your company and I hope you will offer me this job. May I address any last points or can we set the next interview date now?"

Interview Success Form

| Company Name | Name of Interviewer/Title |
|---|---|
| Address | Interview Date |
| Phone | Email |
| WPFM Commercial (Step 5, Page 9) | |
| Thank you for the opportunity to learn m | nore about your needs and to introduce myself. |
| You may recall that I have years | s of experience in |
| (target job title in target industry key relate | ed job task) |
| In that time I was able to | |
| throughout the interview) | at you've done (be quantifiable) you can elaborate based on their questions would tell you that I am |
| (most relevant 1-2 traits of what the employer Would you like me to elaborate on some Job Match (Step 13, Page 31) You mentioned earlier that you need | |
| Job Skills/Abilities/Traits of the Position | Your Job Match Examples |
| | |
| | |
| | |
| Toughest Question You Expect (Step 16, Pag Toughest Question: | ge 32-34) |
| My Response: | |
| Job Specific Questions (Step 17, Page 35) Example: <i>What sets your company apart fi</i> | rom your competitors? (warmer) |
| 1 | |
| 2 | |
| Salary Question Response | Get the next interview - get the job |
| "Thank you for your interest in ensuring | After discussing this opportunity and what you need to have accomplished, I |

I am approachable. I assure you I intend to accept a fair offer that reflects my experience and qualifications. Is there a range you are working within?"

am confident that I would do an excellent job. For example_ I am very impressed with you and your company because ___ every day, I am loyal and take pride in continually improving. I would like to be a contributing employee at your company and I hope you will offer me this job. May I address any last points or can we set the next interview date now?"

Step 18: Mock Interview Assessment

t is time to do a mock interview several times and assess yourself for readiness. We recommend that you and your interview partner both fill out the assessment to compare results.

Role play the four (A-D) interview steps with your Interview Success Form.

| SKIL | L | PAGE # |
|------|--|--------|
| A | The Hello : first handshake, eye contact, comfortable smile and tone, offer copies of your resume | |
| В | The Interview Questions: answer all the toughest ones | |
| С | Asking 2-3 job related questions and ending with a turn-around question | |
| D | Close with a compliment and asking for the next interview or job | |

Activity Alert!

Practice the Interview
(13 times creates a habit)

| | Below Average 1 pt. | Average 3 pt. | Above Average 5 pt. | | Below Average 1 pt. | Average 3 pt. | Above Average 5 pt. |
|--|---------------------------|------------------|---------------------------|-------------------------------------|---------------------------|------------------|---------------------------|
| Quality of the hello aspect | cs 🔘 | \bigcirc | \bigcirc | Asked good question | s 🔵 | \bigcirc | |
| Offered copies of the resum | e 🔵 | \bigcirc | \bigcirc | Demonstrated interest or enthusiasr | n 🔵 | \bigcirc | |
| Comfortable speaking tone and demeand | or 🔵 | \bigcirc | \bigcirc | Able to maintain poise and smilin | g 🔵 | \bigcirc | |
| Clear & concise answer | rs O | | | Thanked them for their tim | e 🔵 | \bigcirc | |
| Believable "worth paying for" answer | rs O | \bigcirc | \bigcirc | Asked for the next step or the jo | b O | \bigcirc | |
| Ending tough questions with a question | n O | | | TOTAL POINTS | S: | | |

Using the value for each given category, add up your score and find out if you're ready or need more practice:

POINTS

46 - 55: Ready to win!

37 - 45: More practice needed in low scoring areas

19 - 36: More practice overall is needed

Needing more practice is just another opportunity to be the best.

Remember that professionals do not merely train to compete - they train to win!



SECTION 5:

Making It to the Next Step

Our lives are not determined by what happens to us but how we react to what happens, not by what life brings us but the attitude we bring to life."

 $-Wade\,Boggs$

⊙ AppleOne 43

Step 19:

Four Steps After Your Interview

At the End of Your Interview **③**

You have four mission critical steps to complete...and then get back to the job search.

| ear | |
|-------------|---|
| s you | |
| • • • • • • | *************************************** |
| | otes of the interview experience right away that day. Resolve any questions or missing points in your |
| i. | -up letter and/or calls. What questions did they ask? Do you need to add value to any of them in your reply? |
| | |
| | |
| ii. | What were the answers to your questions? Can you do the job? How do you know? Prove it. |
| ii. | What were the answers to your questions? Can you do the job? How do you know? Prove it. |
| | What were the answers to your questions? Can you do the job? How do you know? Prove it. Cross check your priorities – is this the right place to work for you? |
| iii. | Cross check your priorities – is this the right place to work for you? |
| iii. | |
| iii. | Cross check your priorities – is this the right place to work for you? What did you learn about the most important personality traits to be a good team fit? Do you have those |

| 0 | CRITICIAN STATE | Berg | en Plant | Mew Brighton | 11/19/18 | Greenwood Co | albus | Constant (|
|---------|-----------------|--------------|--|--------------------------|----------|-------------------------|--------|--------------|
| | Jam. | | The Continues were | | | herising ton | 1 0 | Canarsie |
| | 3 | Avastina, | | | | Partwille | 1 1 W | |
| | | | Charle ton | rigion Town | | No. | Figure | Land & Sugar |
| | | | I G Low In Low | XIV. | | 1 | Wield. | Arush |
| THE THE | To be that | Te Land | hiddle fown | | | New Utrecht Bensonhurst | | |
| 1/0 | Metseu (No | Simbigsville | The Cowner of the Country of the Cou | Je Laufakins Arobehar | 35 Monch | | escn | Market IN 18 |

Send an email or direct mail Thank You/Job Match follow up letter within 24 hours.

Questions are a non-pressure reason to take your call and then you can carefully add any WIFM. For example:

| Thank you for your time and information about the position | of What I learned is that you need |
|---|--|
| someone who can(task/ability) | . After taking some notes after our meeting, I can confidently |
| | , and in past performance reviews/or (accomplishments) |
| awara carried my boss stated that I was appreciated for my | (traits) |
| The reason I am even more interested in the position with ye | our team is because I would have the opportunity to work under |
| your mentorship and with your team. | |
| | |
| As I mentioned earlier, I work hard every day, and take pride | in doing things to exceed expectations. I would like to be a |
| contributing employee at your company and I hope you will | offer me this job. May I answer any questions or can we speak |
| again soon? | |

Check-In Call

During the interview, you will have asked them what their timeline was for next steps. Shortly before the point at which they were expecting to make a decision regarding next steps, call to check in.

| (Mr. Ms.), | | |
|--|--|--------------------------------|
| This is During our interview you mentioned that you expected to be scheduling a second | (position/title) d round of interviews at about this time, so I w | |
| check in to see if I could answer any lingering questions for y | you or schedule that follow-up interview. I am | still very |
| excited about the position. I've been doing some more resea | arch about(company name) | , and I |
| discovered | _, which reconfirms my belief that I would grea | atly enjoy being a Please call |
| me back so that I may answer your remaining questions about | (job match) out the measurable contributions I can make or | n your team. |

Step 20:

Your Job Search Roadmap

o far, you can be proud that you have increased your job search success over other people who are not as committed as you are. Once a job apply or interview is done, it means it is a job well done and now you can get back to the job search process.

The Weekly Job Search Activity Roadmap

- Top Job Posting Applies: Select five job postings weekly to dig in and apply what you have learned to a follow-up goal of two additional forms of outreach (email, call).
- Top Target Employer Applies: Select five Target Employers weekly to dig in and apply what you have learned to a follow-up goal of three additional forms of outreach (cover letter, email, call).
- After The Interview Follow-up: Interviewees should have completed follow-up within 24 hours according to our busiest hiring managers.
- Search. Remind yourself weekly of all the useful accomplishments and relationships you have achieved so far. Remember that the lack of response to your outreach is not indicative of you as a valuable person in the workforce. Incorporating personal and professional development activities into the search process will add long term value to you as well.

Your Roadmap

The reality of a job search is that it is a process that needs to be worked consistently. This is easier said than done. By creating a weekly plan for your job search, you will have the peace of mind and confidence that you are instituting all the best practices towards success. You are training to win and we salute you!

Activity Alert!

Fill Out The Tracker



Gratitudes:

A positive attitude is scientifically proven to increase mental productivity. Document three new things you are grateful for each day.

Random kindness:

Kindness is proven to create a sense of personal value and satisfaction – plus reciprocation from kindness brings surprise rewards. Perform an act of kindness for another person.

Fresh air:

You never know who you will meet and the change in your environment keeps you fresh. Get out of the house two days a week at least: walk, have coffee with someone, apply for jobs in a new area with WIFI.

Network:

You have already learned that the number one source of a new job comes from networking. Plus it will foster your communication skills and confidence. Network with someone new or reach out to someone long untouched two times each week.

New knowledge:

Remember the saying "When you are green you grow - and when you are ripe you rot" You finally have the time to grow, which increases your value as someone who can prove that they pre-plan and focus on personal growth. Employers will be keen to hear you relay your growth plan and it will tangibly add to your inventory of abilities. One time per week research trends, take a course, practice a skill, study - add a new piece of professional knowledge.

| | | tivity Tra | | Date: | |
|------------------------------|--------------------------|-------------------------------|----------------|-------------------------------------|----------------------------------|
| 5 Top Job Posting Applies | Applied Company/ Date | Contact Name, Email, Phone | Job Title/City | Follow up email 3 days later | Follow up call 4-5 days later |
| | | | | | |
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| | | | | 5 Job Post A | Applies Done |
| Target Company Contacts | Contact/Date | Contact Name, Email, Phone | Job Title/City | Follow-up Email Less Than 3 Days | Follow-Up Call 2-3 Days Later |
| | | | | | |
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| Interview Follow-ups | Interviewed Date | Contact Name, Email, Phone | Job Title/City | Follow-up Email Less Than 3 Days | Follow-Up Call 2-3 Days Later |
|-------------------------|------------------|-------------------------------|----------------|-------------------------------------|----------------------------------|
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| Interview Follow-up Complete | Interview Follow-up Complete | |
|------------------------------|------------------------------|--|
|------------------------------|------------------------------|--|

| 9 Growth Activities | Monday | Tuesday | Wednesday | Thursday | Friday |
|-----------------------|--------|---------|-----------|----------|--------|
| 3 Gratitudes | | | | | |
| 1 Random Kindness | | | | | |
| 2 Fresh air | | | | | |
| 2 Network - Reach out | | | | | |
| 1 Get new knowledge | | | | | |

| Finished Growth Activities | | |
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