

Angel's Divinations

Your Divinely Guided Job Search

CHOOSE A JOB YOU
LOVE, AND YOU WILL
NEVER HAVE TO WORK
A DAY IN YOUR LIFE.

Confucius



By: Angel McCormack, MS

2025

My Fellow Human Being & Sacred Soul,

Most people don't enjoy the job search, but if you start with a "Soul Search", you will be guided to exactly where you are meant to be. If you don't need the Soul Search, and just need a fresh new Resume, LinkedIn page, and Cover Letter to market your skills and accomplishments, this Free E-book has detailed instructions on how to create or update everything, with vetted tools that you can use for this intensive yet rewarding process.

I have two decades of experience as an MBA Career Counselor and Executive Coach to 2,500 individual clients and have synthesized my best practices for you. This was written 100% by me, not AI, using my entire career and my soul as my guide. Rest assured though that I am abreast of A.I. and have included my best suggestions and resources (pg.24: #8 & pg.40: #5 & #6). All of my exclusive templates were created by me and are downloadable in Word Document format for free on my website www.angelmccormack.com.

My goal is to help you get through this process as easily as humanly possible and at no cost to you, but your efforts. I'm a strong believer of the old adage "Luck is when preparation meets opportunity." Whether or not you use any of my resources I will be praying for you (the reader of this content) during your divinely guided search. If you find any of these free resources helpful, please share with anyone whom you think will benefit. If you need extra prayers or positive energy sent your way, please send me a note to let me know and I will be happy to include you by name in my divinations.

If you feel guided to send a donation, you are welcome to use "Friends & Family" on PayPal: angel@angelmccormack.com.

Happy Soul Searching & Job Hunting!

Angel Mc 😊

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The World is Truly Your Oyster!

By going through a thorough Career Development process which includes Self-Assessment, Resume & Cover Letter Building, Polishing your Professional LinkedIn Profile, Conducting Job Market Research via Networking as well as by Reading Job Postings, Company Websites, & Industry Trends, you can explore all avenues to find out which is best for your next career move.

Having goals and keeping to your action plan is essential, as is remaining fluid and changing the plan of action as you acquire new information in this quest. The bottom line is that you can do anything you set your mind to, and you will naturally gravitate to the best path by gaining the information that will then shape your inclination and motivation.

I hold a Master of Science degree in Career Counseling, certified in the Myers Briggs Type Indicator via Master's level Assessment Training, and have authored many Career Counseling related publications including how to deliver the most effective distance counseling, conducting a job search, countless case studies, and a career counseling theory. After extensive graduate level research of Psychological Theory that included the works of Carl Jung, Alfred Adler, Carl Rogers, & Fritz Perls just to name a few, my theoretical approach to counseling is a Humanistic mix of Existential, Person Centered, Gestalt, and Behaviorism schools of thought.

For the last 20 years (ending September 2025), I worked for University of California, Davis, Graduate School of Management where I pioneered the first-ever distance counseling strategy and process for the Working Professional population (those in careers at least 10+ years obtaining their MBAs to move up, or change industries and/or functions). I have worked with clients in all functions and industries: Marketing, Finance, Consulting, Health Care, Renewable Energies, Technology, CPG, Non-Profits,

Corporate Social Responsibility, and many more. Clients have ranged from those in mid-level careers to CEOs, CFOs, General Managers, Managing Principals, Strategy Consultants, M.D.s, J.D.s, etc. Select companies of clients include: Google, Apple, Sony, Paypal, CalPERS, Blackrock, Well Fargo Financial, Cisco, Intel, PG&E, Chevron, SMUD, State of California, Lawrence Livermore Lab, Genentech, Blue Shield, and countless more.

Synthesizing practical experience with my theoretical framework is how I have imparted life-changing career self-efficacy and inspiration to my clients throughout the years. **My true desire now, is to give you all this knowledge to teach you how to conduct an effective job search all on your own at no cost to you. This was my catalyst in creating this “Angel’s Divinations – Your Divinely Guided Job Search 2025” is full of instructions and resources I’ve discovered throughout my career and life.**



The last 20 years at UC Davis.



My next 20 Years! Incorporating into my practice: **True Sidereal Astrology, Human Design, & Gene Keys.**
(Yes, this was me in A.I. 😊)

SELF-ASSESSMENT (SOUL-SEARCH)

The first step of any job search is self-assessment (or soul search) to determine your strengths and weaknesses as they pertain to your career. There are many self-assessment tools on the market and I have been studying these for over a decade and delved in deeply as a part of my Master's Program. Since then, I have administered & interpreted 1000s of assessments, deep diving into my two favorites: Myers Briggs Type Indicator (MBTI) and StrengthsFinder, brief overview of each is below:

The **Myers Briggs Type Indicator (MBTI)** is not an assessment that is meant to be taken over and over as a means to 'verify' type. Verification happens through studying each dichotomy that make up the 16 different types, then studying the corresponding cognitive stacks, and thorough introspection to determine your best fit type. Sometimes it is best to talk it over with somebody certified in MBTI to determine your best fit type together. Keep in mind that as we grow, it is natural to seek to develop the other side of our personality, even while maintaining our original verified personality type (this is referred to as 'type-development' over time). This free version online is one the best I have found: www.16Personalities.com.

StrengthsFinder results on the other hand tend to change a bit every few years, so I like to re-take that one to see what has developed over time. This tool ranks your top 5 strengths of 34, and your top 5 in your particular order are unique to you, only 1 in 33 million people will have those 5 in that order. The ones that repeat over time are sort of 'super strengths' in my view. You can purchase and take the assessment for \$19.99 online.

MBTI

Personality Hacker (www.PersonalityHacker.com) is one of the best resources for Myers Briggs Type Indicator information out there. Their podcasts and online resources are among the best I've ever seen. They make complex concepts so much easier for people to understand. They break down the 4 Dichotomies, then deep dive into how each type's mind is wired – illustrated by how each type's 4 cognitive functions rank and play out.

To begin, here are the **4 dichotomies** on the differences between each dichotomy (abridged from Personality Hacker). Please use the URL to read the full articles for a wealth of information.

1. **Introversion/Extraversion** - For Introverts, the inner world is the 'real world'; for Extraverts, the external world is the 'real world'. This is why Introverts will pause slightly before they speak, as if they're making sure their words first resonant internally before they put it out 'to the world'. Extraverts are the opposite – they'll often speak while they're thinking, as if hearing it outside of themselves helps them determine the value or truth of their own statement. An Introvert is happiest when life is resonating with how they feel on the inside, and an Extravert is happiest when they can explore the outside world to their heart's content.
<https://personalityhacker.com/whats-the-real-difference-between-introverts-and-extraverts/>
2. **Intuition/Sensing** - Sensors prefer reliability of information, and Intuitives prefer speed and depth of insight. Intuitives learn to trust pattern recognition to help them understand information quickly and see things that aren't 'there', so Intuitives extrapolate large amounts of information from only a few data points. Sensors have this same ability, but they don't trust it, instead, they trust reliable information and things that can be verified in the

Real World. Therefore, Sensors become masters of historical information and also become fantastic at manipulating objects in real time.

<https://personalityhacker.com/how-are-sensors-and-intuitives-different/>

3. **Thinking/Feeling** - Thinkers use impersonal metrics to determine the value of an object, idea or situation. Feelers use personal, human-based considerations when determining the value of an object, idea or situation. Thinkers likely have data and metrics on their mind far more often, and therefore are more comfortable in careers, relationships and other situations where high emotion isn't present. Feelers, by the same token, would have people and human interests on their radar, and so they will feel more comfortable with displays of emotion and other entirely human experiences.

<https://personalityhacker.com/are-thinkers-rational-and-feelers-irrational/>

4. **Judging/Perceiving** - Perceivers organize their inner world to have outer world freedom, and Judgers organize their outer world to have inner world freedom. For Judgers, ideas and thoughts come to them the same way fish swim around in a koi pond and it requires calm and peace to really focus or even see them clearly. If Judgers are deep in thought and are disrupted, it's like the disturbing the waters of that koi pond – the little idea swims away and they may or may not ever be able to get it back. Therefore, Judgers must have at least a measure of control over potential disruption. Perceivers are the exact opposite, thoughts are well organized, and if you interrupt a Perceiver in the middle of a thought, the mind tags it and files it for later. This ability allows Perceivers to engage in their number one favorite activity: improvisation. For

Perceivers, having complete freedom to act in the outer world is extremely satisfying, but the only way to effectively improvise requires one to make decisions and choices extremely quickly. <https://personalityhacker.com/what-is-a-judger-and-what-is-a-perceiver/>

Article on Self-Typing: <http://www.personalityhacker.com/3-biggest-mistakes-self-personality-typing/>

Article for when you can't decide which you are: <http://www.personalityhacker.com/when-you-almost-know-your-personality-type/>

To deep dive, you can delve into your **4 cognitive functions stack** from the 8 available cognitive functions. They have nicknamed these to make it easier to understand, and they use the “Car Model”. In a nutshell, there are 8 mental processes (technically called “cognitive functions”) in the Myers-Briggs system. 4 of them help us learn new information (Perspectives, Exploration, Memory, Sensation) and 4 of them help us make decisions (Accuracy, Effectiveness, Authenticity, Harmony).
<http://www.personalityhacker.com/quick-reference-guides/>
<http://www.personalityhacker.com/nicknames-for-8-jungian-cognitive-functions/>
<http://www.personalityhacker.com/personality-development-tools-the-car-diagram/>

In addition to Personality Hacker, another of my favorite websites to read about type is www.PersonalityPage.com. This site is comprehensive, so make sure you click through to find all the info on your type as it pertains to not only your career, but your relationships and personal growth (my favorite part). I'd say I agree with about 85-90% of what all the resources say about my type, see how closely yours matches you. Below are the brief overviews of each type according to Personality Page:

ISTJ - The Duty Fulfiller

Serious and quiet, interested in security and peaceful living. Extremely thorough, responsible, and dependable. Well-developed powers of concentration. Usually interested in supporting and promoting traditions and establishments. Well-organized and hard working, they work steadily towards identified goals. They can usually accomplish any task once they have set their mind to it.

ISTP - The Mechanic

Quiet and reserved, interested in how and why things work. Excellent skills with mechanical things. Risk-takers who they live for the moment. Usually interested in and talented at extreme sports. Uncomplicated in their desires. Loyal to their peers and to their internal value systems, but not overly concerned with respecting laws and rules if they get in the way of getting something done. Detached and analytical, they excel at finding solutions to practical problems.

ISFJ - The Nurturer

Quiet, kind, and conscientious. Can be depended on to follow through. Usually puts the needs of others above their own needs. Stable and practical, they value security and traditions. Well-developed sense of space and function. Rich inner world of observations about people. Extremely perceptive of other's feelings. Interested in serving others.

ISFP - The Artist

Quiet, serious, sensitive and kind. Do not like conflict, and not likely to do things which may generate conflict. Loyal and faithful. Extremely well-developed senses, and aesthetic appreciation for beauty. Not interested in leading or controlling others. Flexible and open-minded. Likely to be original and creative. Enjoy the present moment.

INFJ - The Protector

Quietly forceful, original, and sensitive. Tend to stick to things until they are done. Extremely intuitive about people, and concerned for their feelings. Well-developed value systems which they strictly adhere to. Well-respected for their perseverance in doing the right thing. Likely to be individualistic, rather than leading or following.

INFP - The Idealist

Quiet, reflective, and idealistic. Interested in serving humanity. Well-developed value system, which they strive to live in accordance with. Extremely loyal. Adaptable and laid-back unless a strongly-held value is threatened. Usually talented writers. Mentally quick, and able to see possibilities.

INTJ - The Scientist

Independent, original, analytical, and determined. Have an exceptional ability to turn theories into solid plans of action. Highly value knowledge, competence, and structure. Driven to derive meaning from their visions. Long-range thinkers. Have very high standards for their performance, and the performance of others.

INTP - The Thinker

Logical, original, creative thinkers. Can become very excited about theories and ideas. Exceptionally capable and driven to turn theories into clear understandings. Highly value knowledge, competence and logic. Quiet and reserved, hard to get to know. Individualistic, having no interest in leading or following others.

ESTP - The Doer

Friendly, adaptable, action-oriented. "Doers" who are focused on immediate results. Living in the here-and-now, they're risk-takers who live fast-paced lifestyles. Impatient with long explanations. Extremely loyal to their peers, but not usually respectful of laws and rules if they get in the way of getting things done. Great people skills.

ESTJ - The Guardian

Practical, traditional, and organized. Likely to be athletic. Not interested in theory or abstraction unless they see the practical application. Have clear visions of the way things should be. Loyal and hard-working. Like to be in charge. Exceptionally capable in organizing and running activities. "Good citizens".

ESFP - The Performer

People-oriented and fun-loving, they make things more fun for others by their enjoyment. Living for the moment, they love new experiences. They dislike theory and impersonal analysis. Interested in serving others. Likely to be the center of attention in social situations. Well-developed common sense / practical ability.

ESFJ - The Caregiver

Warm-hearted, popular, and conscientious. Tend to put the needs of others over their own needs. Feel strong sense of responsibility and duty. Value traditions and security. Interested in serving others. Need positive reinforcement to feel good about themselves. Well-developed sense of space and function.

ENFP - The Inspirer

Enthusiastic, idealistic, and creative. Able to do almost anything that interests them. Great people skills. Need to live life in accordance with their inner values. Excited by new ideas, but bored with details. Open-minded and flexible.

ENFJ - The Giver

Popular and sensitive, with outstanding people skills. Externally focused, with real concern for how others think and feel. Usually dislike being alone. They see everything from the human angle, and dislike impersonal analysis. Very effective at managing people issues, and leading group discussions. Interested in serving others, and probably place the needs of others over their own needs.

ENTP - The Visionary

Creative, resourceful, and intellectually quick. Good at a broad range of things. Enjoy debating issues, and may be into "one-up-manship". They get very excited about new ideas and projects, but may neglect the more routine aspects of life. Generally outspoken and assertive. They enjoy people and are stimulating company. Excellent ability to understand concepts and apply logic to find solutions..

ENTJ - The Executive

Assertive and outspoken - they are driven to lead. Excellent ability to understand difficult organizational problems and create solid solutions. Intelligent and well-informed, they usually excel at public speaking. They value knowledge and competence, and usually have little patience with inefficiency or disorganization.

Coming to my Practice Soon!

True Sidereal Astrology (natal charts & predictive readings)

Human Design (using True Sidereal Astrology)

Gene Keys (using True Sidereal Astrology)

"Almost everything online and in the West uses a system called tropical astrology. Most people aren't aware that tropical astrology does not use the visible sky. Instead, it uses the seasons. Roughly 2000 years ago the constellations in the sky matched the seasons. The Sun was in Aries (the first sign of the zodiac) during the spring equinox. But, the stars have changed position since then. Today the Sun is in Pisces, not Aries, during the spring equinox. There is now a difference of up to two zodiac signs between tropical astrology and the visible sky. For example, mainstream astrology might say someone's Sun is in Leo, while the Sun is actually in Cancer. True sidereal astrology maintains the link between ourselves and the sky, by using the stars as they truly are."

Learn More: <https://masteringthezodiac.com/#learnmore>

CAREER MOTIVATORS

Another aspect to self-assessment is to take into account your career motivators. You will want to find a career that fulfills your top 3 as much as possible. Feel free to make any and all changes to suit your specific needs – that’s what introspection is all about, figuring what’s right for you!

Rank	Motivator	Detail
	Affiliation	The position provides a sense of belonging.
	Altruism	The position provides the opportunity to regularly help others (people, organizations, or businesses).
	Autonomy	The position provides considerable independence to make the decisions that directly affect your work & output.
	Company Prestige	The position provides being in a well recognized & prestigious company or organization.
	Financial Gain	The position provides exceptional financial reward.
	Influence	The position provides the opportunity to influence people's decision making.
	Intellectual Challenge	The position provides consistent intellectual challenge.
	Lifestyle	The position provides ample time to pursue other important aspects of life (family, hobbies, passions).
	Positioning	The position provides experience, access to people & opportunities to be well positioned for next career move.
	Power	The position provides power & ultimate decision making authority.
	Recognition	The position provides being recognized with praise by peers & supervisors for contributions.
	Security	The position provides predictable salary, benefits, and future employment.
	Variety	The position provides variety in the nature of work performed.

RESUME

If you would like to create your own resumes & cover letters, this I break it down section by section to assist you in the process. Feel free to recreate, but if you prefer to use the actual resume template (pictured below) it is available for free on my website at www.angelmccormack.com. There are also profile section examples.

YOUR NAME
(555) 555-5555 + yourname@email.com + linkedin.com/in/yourname

EXECUTIVE SUMMARY

ABC Professional & XYZ Expert with experience in (See [Profile Ideas #1](#) – *Branding* & intend to be the right branding for you). *This branding paragraph is the most important part of your resume and will get the most attention; if this section grabs the employer they will keep on reading. Make it count!*

Objective: (See [Profile Ideas #2](#) – *Objective*) **ABC position** to fully utilize and merge past (choose 1 or 2 items) experience with an MBA focused accordingly. *Objective statements can be optional if accelerating in career, but quite helpful if making a switch.*

Experience Summary: (See [Profile Ideas #3](#) – *Relevant Experience* and choose 2 lines worth applicable to your experience) Operations, Research, Data Analysis, Business Development, Marketing, Strategy, Accounting, Budgeting

Leadership: (See [Profile Ideas #4](#) & choose 2 lines worth applicable to you) Problem Resolution, Process Improvement, Innovation & Design, Team Building, Cross-Functional Collaboration, Organizational Communications

EDUCATION | LICENSURE (remove if not applicable)

Graduate Degree, Emphases: (List 1-2 here if you need to target resume to this), Month Year
University of California, Davis - Graduate School of Management

Undergrad Degree, Major, Minor, Month Year
School's Name, City, State

ABC License: Expiration Date

A&C EXPERIENCE (Type of work - for example could be Consulting Experience, Analytics Experience or BOTH)

Job Title, Company, City, State, Month Year – Month Year

- Type directly into this template to maintain proper formatting.
- Advice from Google! Be specific about projects you've worked on or managed. What was the outcome? How did you measure success? When in doubt, leave on the formula, "accomplished [X] as measured by [Y], by doing [Z]."
- Mitigated risks by X resulting in Y savings by doing Z
- Increased revenues by X from doing Y
- Use strong action verbs, oversaw, manage, spearheaded, redesigned, led, optimized

X&Y EXPERIENCE (If all your work is the same use only one of these headings; use 2 headings to target multiple areas)

Job Title, Company, City, State, Month Year – Month Year

- Type directly into this template to maintain proper formatting.
- Accomplished [X] as measured by [Y], by doing [Z].
- Use strong action verbs. More ideas: analyzed, conducted, improved, originated, created

Job Title, Company, City, State, Month Year – Month Year

- Type directly into this template to maintain proper formatting.
- Accomplished [X] as measured by [Y], by doing [Z].
- Use strong action verbs. More ideas: Introduced, designed, developed, collected

LEADERSHIP | ACCOLADES | ADDITIONAL QUALIFICATIONS (Choose which headings fit best here)

Volunteer Title, Organization, City, State, Month Year – Month Year

ABC Award, Organization, City, State, Month Year – Month Year

Publication Title (Link if Possible), Organization, Month Year

Data Tools: (See [Profile Ideas #5](#) & choose 1-2 lines worth applicable to you) SQL, R, Python, Tableau, Excel

[Click here: Comprehensive List of Applications, Tools, & Technologies](#)

Advanced Resume Writing Guidelines

How to Create the Best Marketing Piece

I. The Purpose and Impact

- Strive for an accurate presentation of your unique set of interests and achievements. Your resume is primarily a marketing tool designed to give the employer a favorable first impression—and to get you an interview!
- The average employer spends approximately 15-30 seconds looking at a resume (after scanning and other technical screening devices may have screened it first). Resumes are skimmed before they are read in detail.
- Employers expect you to have a clear focus. Your resume is most effective if you target the job by using the posting to include *their terminology*.
- Use power words and measurable achievements targeted towards a specific goal. Your resume should show a pattern of achievement, as well as detailed and quantified results.

II. The Look

- Your resume should be a marketing piece that fits onto 1 or 2 full pages. This can most easily be achieved by making use of the entire page by changing your margins in the page set up.
- Make sure all the bullets in your document are identical.
- Use one type font no smaller than 11 point, using Bold and Indentations to emphasize.
- Use Italics very sparingly, such as for publications you may have written or blurbs about the company you have worked for preceding your job bullets.

III. The Format

Chronological with Functional Experience Headings

- Although there are many resume formats, this is the best to use, here is why:
- The chronological resume lists your education and work experience in reverse chronological order which most employers prefer, and ...
- Using Functional Headings as opposed to the generic “Work Experience” will target your resume by making it is easy to see what kind of experience you are touting. Example: “Finance & Accounting Experience” or “Management & Leadership Experience”... whatever is applicable to you. Important Tip: These can speak to job duties not necessarily your job titles if needed.

IV. The Content

- Use bullets to describe your accomplishments and begin each with an action verb. (See the page of action verbs included following this section).
- Always be thinking about specific tasks, accomplishments, and results, quantifying and qualifying as much as possible.
 - **Quantifying:** numbers, percentages, dollar amounts, scopes of projects, number of counties, countries, people, programs, etc.
 - **Qualifying:** descriptors, software programs you used, businesses or high profile clients' names with whom you may have worked, etc.

V. The Sections

- **Header:** Name/Phone Number/E-Mail Address/LinkedIn
This information can be anywhere at the top of the page. Your name should be in a larger font than the rest of the resume (16-20pt). For security reasons, don't use a physical address, since resumes are posted all over the internet.
- **Profile:** This is the most important part of your resume and will get the most attention. If this section grabs the employer they will keep on reading. The last sentence will end with either a general objective stating what you are seeking, or one that is targeted to an actual job opening. Use buzz words that match the job description and be truthful to your experience. These will also help your resume get through computerized resume screening devices. This section can end with your objective which should be clear, concise and tailored for each position "The ----- position at ----- --- Company to fully utilize and merge nearly a decade of --- ----- and ----- experience with my -----." Once you have stated an objective on your resume, you must be sure that all the information which follows supports and is focused toward that objective. Profile section examples are included with the resume template available for purchase for powerful ways you can brand yourself.
- **Education:** List your degree then the school in reverse chronological order, including majors, concentration and minors, dates. Keep your education section right under the Summary no matter how long ago your degrees were conferred. If over a decade feel free to leave off dates. You can also rename the section "Education & Certifications" or "Education & Licenses" if applicable, which can save space and streamline your resume.

- **Experience:** Use a functional heading for all experience as a way to target your resume. As opposed to the generic “Work Experience”, use “Finance & Accounting Experience” or “Management & Leadership Experience” to target your resume. Depending on how you want to slant your resume, you can begin with either your job title or the company name. For example, if your titles aren’t as impressive as the company or vice versa, then chose whichever you want to emphasize. If you are looking to stay in the same industry but want to change functions, then you could start with the company name. Conversely, if you want to continue doing the same function but a different company or industry, then you would begin with your job title. Just be aware of how what you list first can emphasize your direction.
- **Additional Qualifications:** This is where you may list anything else you have not yet, such as: Community Service, Publications, Awards, Memberships, Affiliations, then rename section accordingly.
- **Do not** write “References Available upon Request.”
- **Do not** include references on your resume.
- **Do not** include personal information that could subject you to discrimination.
- **Use your new resume to update your LinkedIn profile.**

LINKEDIN

LinkedIn is the best site for career development at any stage of your career. Every Fortune 500 company is represented and recruiters use this site more than ever. Not only will you showcase your skills and employment history, but LinkedIn also is very useful in the next step of your job search, which is a combination of job market research and networking. If you find a job advertised via LinkedIn, it will show you how you are connected to that job, so you can reach out to people accordingly.

Before you make a lot of updates to your LinkedIn profile, it may be wise to turn off notifications just so your network isn't bombarded with all of them – and then turn notifications back on finished. To do so you need to address 2 sections under 'settings': 1) go to 'turn on/off your activity broadcasts' and make sure it is unchecked then 2) go to 'Select who can see your activity feed' and select 'only you'.) Once your profile is updated, reverse this action if you want people to be notified of future activity.

1. **Address:** use the edit feature to make your URL streamlined without those numbers at the end of it, then update your headers on your resume & cover letter
2. **Photo:** use a professional head shot in a suit or business casual where you are smiling (a good photo is a must!)
3. **When you are ready and looking for positions:** add the "Open to Work" green banner to the photo's frame. If you prefer not to have the green banner showing, you can still mark that you are "Open to Work" for recruiters only. Then add all the roles that you are interested in. This this will get your profile higher in recruiter's searches and LinkedIn says those who turn this on are 40% more likely to receive InMails from recruiters.

4. **Background Photo:** Add something here that looks powerful. Google images to find something that speaks to who you are in a professional way.
5. **Name:** if you have a degree add it to the end
6. **Headline:** you should brand yourself better than just mentioning your company & title.

Example: *Marketing & Strategy Professional*

7. **About Section:** Copy/paste the entire profile from your general resume including the specialties, technologies, etc., since it will be concise & polished. You can leave out the objective sentence if you prefer people not know you are seeking employment. It is important that the first sentence is packed full of your most relevant & powerful info since this section has to be 'expanded' by the viewer of your profile. Article: [why having this section is so important](#)
8. **Job Descriptions:** copy/paste bullets from your resume for consistency with your resume.
9. **Education:** add all degrees and all projects since they all can't be listed in your resume. get as detailed as you want.
10. **Add Media:** you can add relevant media to your summary section, and/or within each job, and/or within your schools/degree sections.
11. **Recommendations (after your profile is updated you can get some of these):** These are great to have so that you can print them out and include in your packet of "leave behinds" during interviews. Write recommendations for people and they will be more inclined to reciprocate.

General LinkedIn Tips:

1. **Covert Job Search:** Most employers should expect you to keep your LinkedIn updated – it's a win/win, it makes them look good too. But for a covert search, don't include that you are seeking within your summary. And if you really don't want your company knowing anything at all – you they can err on the side of caution and turn off all notifications. To do so you need to address 2 sections under 'settings': 1) go to '*turn on/off your activity broadcasts*' and make sure it is unchecked then 2) go to '*Select who can see your activity feed*' and select '*only you*'.
2. **Open Job Search:** Conversely, if you are actively looking and want everybody to know, include that you are seeking within your summary and make sure notifications are turned on prior to doing this.
3. **Set Up Job Search Alerts:** To set up job search alerts, go to the *Jobs* tab, then on the right hand side under *Saved Job Search*, before you hit *Create Search Alert* button, go down further and choose industries, functions, and anything else that's applicable, then *Create Search Alert* where you can then choose to be notified by email or mobile, daily or weekly.
4. **Connecting with People (after your profile is updated):** When you send connection requests, make sure you create a customized note as to why you want to connect. By reaching out properly, add everyone you *know now* and *meet going forward* so it will be a better networking tool for you now as well as for the next stages of your career – we need to think of networking as a long term endeavor.
5. **To Accept or Not to Accept Invitations:** LinkedIn works best when he know and can vouch for the people in our network. If you receive a connection request without a personalized note, you can send a message prior to

accepting. Go to *My Network*, then on the right side of your *Invitations*, hit Manage All. From there you can view their profile and if it looks like somebody who you would want in your network, you can send a message: “[*Their Name*], *Thank you for the invitation to connect! LinkedIn works best when he know and can vouch for the people in our network. Please let me know what prompted your connection request. Thanks! [Your Name]*” If they do not respond, don’t connect, since if you needed to reach out for any other reason in the future, you most likely wouldn’t get a response. If they do respond, then you have started your LinkedIn ‘relationship’ and you can see if they are still someone with whom you would like to connect.

6. **The Power of LinkedIn Groups:** LinkedIn Groups can be another great resource for facilitating conversations. Join Groups related to your city and industry and also see which Groups employees at your target companies belong to — and join those too, if appropriate. *You can direct- message fifteen Group members per month without being a 1st-degree connection.* By engaging in Group discussions and starting conversations of your own, you can build relationships with like-minded professionals who could potentially refer you to an opportunity.
7. **Follow Companies:** Search for and ‘Follow’ all companies that interest you so that you will get updates on people who have recently vacated positions and company updates.
8. **Take the course** offered by Jeremy to learn how to use LinkedIn to its fullest and about how to AI in your job search: <https://www.thejobinsiders.com/>

COVER LETTERS

Make sure you infuse your each and every cover letter with your passion for the Job, the Company, the Industry, their Mission, their Values, and/or anything else that is relevant & compelling. My Template Is available for free at www.AngelMcCormack.com

Before You Begin Writing

- Always, Always, Always include Cover Letter with your resume, even if it doesn't require one
- Have the Job Description in hand and sections highlighted that you want to use in your cover letter (these should correspond directly to your experience and is called 'connecting the dots for the employer')
- Think about 2-3 experience strengths you will use in the opening paragraph (these will mirror the Objective on your resume, i.e. management, finance, analysis, research, etc.), then reiterate again in the closing paragraph
- Think about 2-3 of your accomplishments (directly from your resume) that you can use in the body of the cover letter
- Remember to focus on employer's needs when explaining how and why you are the best candidate for the position

Writing Tips

- Target your letter to each and every job opening by using the posting as your guide
- Focus on what you can do for employer; not what the job will do for you
- Keep it brief - less than one full page. Use concise & clear writing: proof read many times!
- Avoid beginning sentences with "I"
- Use active voice with action verbs

Opening Paragraph

- State your interest and purpose for writing to the company by using a “Grabber” statement highlighting 2-3 experience strengths you want to leverage (i.e. mgmt, operations, finance, etc...)
- Reference the name of the publication or website
- Avoid canned phrases, i.e. “Please find enclosed my resume for the position of --”
- Never begin your cover letter with “I”.
- Example: “With years experience in finance and project management, I am very interested in position as advertised in.....”

Body of Letter (Middle Paragraph/s)

- Never begin a paragraph with “I”
- Never use bullets in your cover letter, these are reserved for your resume
- Use accomplishment statements from your resume
- Dissect the job description - using it to directly tie your experiences that relate to the employer’s needs
- Don’t emphasize your desires, focus on how you can contribute to this company with experience and education
- Use terms that the employer uses in the Job Description or that are industry specific when detailing exactly how you will make an immediate contribution
- Focus on the company, show interest in their products/services

Closing Paragraph

- Briefly restate interest/key qualifications to mirror the 2-3 experience related strengths from in opening paragraph
- Thank them for their time and consideration
- End with “Respectfully,” or “Sincerely,”

NETWORKING

Being busy is not the same as being productive.

The *networking, job market research, & job search* phase is a quite intensive process where you will be making many new connections as you gain more information about companies and functions. It is the connections that you make *in this phase* that you will be able to leverage when you are in the *application phase*.

Many people feel uncomfortable about networking. But you have already started networking if you have reached out to people on LinkedIn. Networking is about building more relationships, and you can start by networking with all the people you already know. Practice your elevator pitch on your friends. It will include your educational background, professional background, job objective, and relevant accomplishments.

Remember the people who have helped you! (Whether they helped you by offering advice, listening to your story, connecting you with people, anything they did for you at all)... and let them know when something good transpires to keep them in the loop. This strengthens relationships over time!

1. **Before you start networking** - Start a system to keep track of all your networking efforts in an excel spreadsheet or whichever tracking system you prefer. Make sure to include person, date, source [email, phone calls, event], topics covered, next follow up, then enter calendar reminders into your Outlook, Google Docs, phone or whatever program you use for follow up. Networking is about building *more* relationships ... and you can start by just networking with all the people you already know to warm up a bit... practice

your Elevator Pitch on them, make sure everyone you know knows what you are looking to do with your career ... ask people about their career paths, you may not know all your friends and family's particular paths. Just *having* more 'career-related' conversations with everyone in your life will start making it feel more natural to branch out to seek other peoples 'career-stories' to spark ideas for you.

2. **Your Elevator-Pitch or 2-Minute-Me** will become the communication backbone of all your networking endeavors. This will change based on the audience you deliver it to (shorter for networking events and career fairs, longer for interviews). It will be used to address "Tell me about yourself" in an interview, which gives you the opportunity to start an interview off on your best foot. You will have many versions, but if you write down your most detailed version, you will be able to pull out what you need (off the top of your head) appropriate to any given situation. Essentially, it summarizes who you in a concise manner, what you have to offer and what you are seeking. It consists of your educational and professional backgrounds, relevant accomplishments and/or benefits you can offer and your search objective. You will use your 2MM in phone calls, emails, networking, cover letters, informational interviews and of course, in hiring interviews. Keep your audience in mind, and what they might be interested in hearing from you. Try to also consider your competition, and how you can make your 2MM memorable, while still succinct. What do you offer that your competition does not – how are you uniquely qualified? Remember to tailor your 2MM to fit the situation: are you casually chatting with a classmate or are you introducing yourself to a potential hiring manager at a conference? With who are you speaking and what is the environment or setting? Try to keep it conversational and natural, not like a memorized script. The reality is each time you use it, it will and should sound different, but with the key

points that you're trying to convey included. Remember to practice this often and show enthusiasm in your delivery.

3. **Alumni Directory** - Use your school's Alumni Directory to find contacts. You can email people with a brief intro of yourself (written Elevator Pitch basically) and a question or two about how they like their industry or job, and any advice they might have for you. People generally like to help fellow alums, and it's nice to connect with people of similar career interests. When reaching out to alums, you'll want to start with a very nice email to the alum, mentioning who you are and what you are seeking from them advice-wise. In this email you will want to exhibit advanced appreciation for any time they can give.
4. **Conduct Informational Interviews** - this is perhaps the most effective way to network. True networking is about building lasting professional relationships which are mutually beneficial, rather than about asking people for jobs. Through informational interviews, you can seek advice and information about how to best position yourself in your search and how to be most competitive in a difficult hiring market. More importantly, you can learn from an insider and become knowledgeable about a particular function, industry and/or even a company's culture.

If done well, informational interviews become a platform for expanding your network. Networking allows you to tap into the hidden job market and to locate vacancies before they go public. Most people in industry are flattered to be asked for their advice and if pursued appropriately will make time to share it.

Networking is essential for your job search and is about obtaining informational interviews, not jobs. Studies show that

about 60-70% of all positions are filled through networking. Networking is the systematic development and cultivation of informal interpersonal contacts. This technique is essential if you want to change careers, because you can use networking to obtain information on which companies are hiring, which are the best ones to work for, and so forth. Networking can lead you in directions you had not thought of and can open up new targets to pursue. It takes time to network. Networking, done properly, is about relationship building, as opposed to asking someone for a job. Very often, stressed out, aggressive and demanding job hunters want a job quickly, and expect their “contacts” to hire them, refer them immediately to decision makers or tell them exactly where the jobs are. This approach to networking does not work. You will quickly alienate yourself, damage your reputation and even harm the reputation of the GSM.

The primary goals of networking are to acquire valuable information and advice, to better help you focus in your search and how to be more targeted in marketing yourself; to acquire referrals to other deeper contacts closer to the actual jobs and to be remembered when job openings arise. There are a variety of reasons to network, well beyond an active job search: Making new contacts, obtaining new information, relating with new and former peers, keeping current in your profession, building relationships that enhance your life. Remember that people do business with people they know. The trick is to be known by a lot of people. Networking allows you to meet people without asking them for a job and putting them on the spot. If you’re really building life-long relationships, those in your network will inform you if they have or hear of a job that is appropriate for you.

First, determine your purpose. Often the purpose will be dictated by where you are or what stage you are in your search. Early exploration will differ from more qualitative conversations in later networking. What kind of information do you want? What skills are

needed in the industries or companies you are targeting? Are there gaps in your own skill set? Is your resume marketing you properly? Start talking with peers, family and friends. Be a good listener and be sincere. Ask friends to critique your style and approach. While your early stage networking is more about numbers of contacts, as you progress through your search, it is more about the quality of your contacts that matters.

Next, make and rank a list of people you know and begin contacting the people: Generally, the farther away you get from your inner circle, the closer you are to the jobs because it's the people you don't know who will have the jobs. According to Kate Wendleton, founder of the Five O'Clock Club, many job seekers report that they got their jobs 6-7 levels remove from where they started. Initially email your contacts to request interaction. We have a Sample Informational Interview Request in your Career Development Handbook. To be conscientious of their busy schedules, you can offer to exchange information by email, telephone or in person, whichever best suits them.

Preparation & Research: Once you have successfully scheduled a time for an informational interview, or they have agreed to email exchanges, take extra effort to prepare (in advance for a meeting, and preparing well thought out emails for exchanges). Do your research on the industry, company and even the person (remember to Google them or look them up on LinkedIn for more career details). Remember that you essentially own the agenda of the meeting, as you requested it, so have a proposed agenda of what you'd like to discuss, and smart questions relevant to the level of your contact. It is essential, though, that you still get the other person's buy-in on your agenda as to not force your agenda on them.

Getting by the Gatekeepers: One of the biggest challenges in networking is encountering the gatekeepers. These are generally

individuals in HR departments whose job is to screen you out, not in, particularly at popular companies. Many students will include well-branded and prominent companies on their target list of employers. This is certainly understandable. Because of their popularity however, these employers are extremely selective in where they recruit and who they choose to interview. When you can't rely on existing contacts inside these organizations, it is all the more essential that you work to stand out as a viable candidate. Gatekeepers will not make it easy for you to pass through directly into these companies, no matter how qualified or passionate you are. How can you work around the traditional gatekeepers? You will have to be more resourceful as to not have to encounter the gatekeepers in the first place:

- Build and tend to your network – attend mixers, conferences, events. Become a RESOURCE for others. Seek out REFERRALS! Your likelihood of being reviewed increases enormously when someone inside an organization can refer you to the hiring manager.
- Use Social Media wisely - Linked In, Jobster, etc. See where current employees worked just prior to their current jobs. Manage your on-line profile or identity. Remember that employers will Google you; make sure you are showing your professional identity online.
- Volunteer – become known in industry circles; help out at conferences; show potential employers what you're capable of achieving and that you're a hard worker.
- Keep your resume updated and relevant to what your target employers are seeking – don't just apply to postings, but rather track the skills that are consistently being listed in company postings. Are they on your resume?
- Do your due diligence – immerse yourself in researching the industry and companies you are seeking. Be ready to have an intelligent conversation about the company. Once you

get an interview, you will stand out as an industry expert compared to your competition.

- Consider focusing on smaller organizations – smaller organizations tend to have fewer levels of bureaucracy and often smaller HR departments to screen you out. It is often easier to identify the hiring manager and other decision makers in these smaller companies. They may have greater flexibility for creating projects or positions for you, if you're the right fit.
- Smaller organizations represent 80% of all private businesses, employ 25% of all workers in the private sector, and create 2/3 of all new jobs.
- Start a networking log to track your contacts.

People by nature will want to try to help you, if you are sincere, well-prepared and respectful of their time. You are trying to grow a relationship with others. Networking is a powerful job hunting tool, if used correctly. Take the time to develop your networking skills, and focus on what you can offer others. You will see your network flourish.

INFORMATIONAL INTERVIEWS

The purpose:

1. Become knowledgeable about a particular function, industry and a company's culture
2. Seek advice how to best position yourself in your search
3. Find out how to be most competitive in any hiring market
4. Expanding your network
5. Eventually tap into the hidden job market

Finding people to interview:

1. Use your LinkedIn contacts & groups
2. Visit your alumni association
3. Check out Professional Associations' membership (contact names are often listed on their websites)

Do your research:

1. Company's Objective or Mission
2. Organizational Structure & Leadership (C-level and board)
3. Key products, Services, and Industries
4. Size (revenue, profit, headcount)
5. Locations
6. Competitors
7. Recent News (from the past 3 months to present)

Prepare:

8. 5-10 pertinent questions applying your research
9. Practice your Elevator Pitch

The Informational Interview Process:

1. Exchange pleasantries
2. Establish credibility with your Elevator Pitch
3. Ask appropriate questions to keep the focus ON THEM
4. Talk about yourself further only if appropriate
5. Thank them sincerely for their time & send a thank you note

INFORMATIONAL INTERVIEW

SAMPLE QUESTIONS

The informational interview typically lasts about 30 minutes, so you will want to choose the questions that are most important to you, while keeping the focus on the person whom you are interviewing. There are many sample questions online, here are 35 to get you started.

About Their Job:

1. Do other people in your company with the same job title have the same responsibilities?
2. To what extent is the job what you expected?
3. What are the duties/functions/responsibilities of your job?
4. What is a typical day like?
5. What hours do you normally work?
6. Do you have to put in much overtime or work on weekends?
7. How much job security do you have in this position?
8. What constraints, such as time and funding, make your job more difficult?
9. Describe the toughest situations you've faced in this job.
10. How much flexibility do you have in determining how you perform your job?
11. Do you work individually or predominantly in groups or teams?
12. What part of this job do you personally find most satisfying? Most challenging? Least satisfying?
13. What are your personal interests and in what way does this job satisfy your interests?

About their Career Path:

14. What did you do before you entered this occupation?
15. In what way did this type of work interest you and how did you get started?
16. What was your major in college?
17. How did you get your job?

18. Did you enter this position through a formal training program?
19. What were the keys to your career advancement?
20. How did you get where you are and what are your long-range goals?
21. What is the next step in your career?
22. If you could do things all over again, would you choose the same path for yourself? Why? What would you change?

About The Culture of the Company:

23. Why did you decide to work for this company?
24. What do you like most about this company?
25. How does your company differ from its competitors?
26. How optimistic are you about the company's future and your future with the company?
27. What does the company do to contribute to its employees' professional development?
28. How would you describe the atmosphere at the company? Is it fairly formal or more casual and informal?
29. Do people in your department function fairly autonomously, or do they require a lot of supervision and direction?
30. What are your co-workers like?
31. How would you describe the morale of people who work here?
32. What kind of training program does the company offer? Is it highly structured or more
33. What's the best thing about the company?

About The Company's Needs:

34. In what areas do you perceive there to be personnel gaps in this company? If the company had unlimited resources for creating new positions, in what areas do you think those positions should be created?
35. In what areas do you see the company expanding? Do you foresee the opening of new markets or greater globalization? Do you predict development of new products and/or services? Building of new facilities?

JOB SEARCH

To start researching the job market, go to all the job search sites and read through 100s of job postings to learn more about what different jobs entail and which ones suit you best. When you find jobs that interest you, go to the company website to read more about the values, mission and culture of the company. Search the company on LinkedIn and see if you might be connected by 1st, 2nd or 3rd degree to anyone who may work there. You can then reach out with a no-pressure message to inquire as to how his/her experience has been at their company as a means to learn more about the culture. Most people will reply if you have a well written and professional profile that includes a photo. It's a numbers game, though, so don't get discouraged if you don't hear back. Keep positive and keep at it.

JOB SEARCH – Preparation & Research...

Start a system to keep track of all your job search activities in an excel spreadsheet (networking efforts, job applications, call backs, interviews).

Getting ready for a total career change:

1. [Joseph Liu Ted Talk for Career Changers](#)
2. [Career Re-launch Podcast Series by Joseph Lui](#)

Research Sites:

1. [Salary Calculator](#)
2. [LinkUp](#)
3. [Crunchbase](#)
4. [Investment Management - Top 50 Firms](#)
5. [Consulting Companies & Careers](#)
6. [Corporate Finance Career Map](#)
7. [Non-Profit Career Research](#)
8. [Start-Up Resources.](#)

Articles:

1. [Why You Need to Check Out Potential Employers on LinkedIn Before Applying](#)
2. [Creating & Managing Your On-Line Footprint](#)
3. [The Hidden Job Market](#)
4. [Best Places to Work \(Glassdoor 2023\)](#)
5. [Google-ize your Job Search](#)
6. [Google Alerts for your Job Search](#)

JOB SEARCH – Where to look for jobs...

1. [LinkedIn.com](#)
2. [Set up LinkedIn Job Search Alerts](#)
3. [Indeed.com](#)
4. [ZipRecruiter](#)
5. [Ag Jobs | More Ag Jobs](#)
6. [Government Jobs](#)
7. [Healthcare Jobsite](#)
8. [International Jobs Sites](#)
9. [Lifestyle-driven Industry Jobs](#)
10. [Marketing & Creative Jobs](#)
11. [Non Profit – Idealist.com](#)
12. [Non-Profit – LearnHowtoBecome.org](#)
13. [Non-Profit – Opportunity Knocks](#)
14. [Remote Work](#)
15. [Sustainability Jobs](#)
16. [Tech Industry Jobs](#)
17. [More Tech Industry Jobs](#)
18. [Virtual Work Experience Programs](#)

JOB SEARCH – Before & After applying...

1. [Glassdoor](#): check out Company Reviews by people who have worked there, as well as salary information, to make sure you still want to apply.
2. **1st Degree Networking**: Once you find openings to which you want to apply, search [LinkedIn](#) to see if there are any connections you might have at the company.
3. **2nd Degree LinkedIn Networking**: Click onto each of your 2nd degree connections at a company you are applying to – to see exactly WHO you are connected through. Depending on how well you know *YOUR connection*, and depending on the job *their connection* has, you can reach out to your connection asking for an introduction via LinkedIn because you just applied to a job there and wanted to see how people generally like working there. OR you can reach out directly to strangers at a company possibly mentioning who you are connected through, and/or that you have applied to a job there and wanted to see how they like working there. Or that you are researching companies and XYZ company is on the list and you are wondering how they like working there. Super easy – it's a numbers game too, so choose people wisely and reach out to as many that seems appropriate in the way that seems most appropriate.
4. **Applying to multiple jobs at the same company**: If you know it's the same hiring manager or are unsure, then you can mention both jobs (3 max!) that you are interested in within your resume objective and in your cover letter (detailing your strengths for both jobs). So you would use the **same docs for each** job (for transparency), even though you will apply separately to each job.

5. **Tips for Applying Through LinkedIn:** If the job is posted on LinkedIn and has the option to 'Apply' and actually *stay on LinkedIn's site*, then you should definitely use this feature, since it's a great way to apply to jobs fairly quickly *if it allows you to upload a PDF of your resume*. It's the perfect place to use the Combined Cover Letter & Resume PDF file. Make sure you upload your Combined Cover Letter & Resume PDF file *for each job you apply to on LinkedIn* in order to use your targeted set. Many people will just use their 'general version' when applying this way, so if yours is targeted you will really stand out among the competition. If you hit "Apply" and it takes you to the company's careers page or asked if you want to "auto-fill from your resume" or "manually apply", always use "manually apply" so you can control how everything gets inputted (then follow the **Tips for filling out Online as detailed below**).
6. **Tips for filling out Online Job Applications:** Some online application portals will not allow you to upload PDFs that will stay intact – they may take your upload and extract the information which 1) at best case doesn't match their fields exactly and 2) at worse case, doesn't line up at all. If this is the case, start over and copy and paste bullets right from your resume into the applicable sections (editing as necessary). After doing this, hopefully it also allows you to upload PDFs that will stay intact. If it only allows for 1 PDF, then make sure you put both your cover letter & resume into 1 PDF before uploading it (One Combined Cover Letter & Resume PDF File). Bottom line is - whether or not it allows you to upload PDFs that will stay intact, in order to get the highest and best use of all the work that your top-notch resume & cover letter represents in you - you will want to interject these gems wherever you can in online applications AND hopefully get to include your real resume & cover letter as well.

INTERVIEW PREP

It is important to conduct your interview preparation well before you get an interview to make sure you are ready at a moment's notice. This involves writing, research, analysis, rehearsal, and creating a compelling "Leave-Behind Packet". This will set you apart from all the other candidates!

Most interviews begin with "tell me about yourself" so this is where your well crafted elevator pitch will set the tone for the rest of the interview. In this delivery, strike the balance between mirroring your interviewer's demeanor while being passionate about the job and exactly how your background is a perfect fit for this role based on their company's needs.

To take some of the pressure off, try to have fun with it by thinking of it this way: where else in your life can you go into a room with people and talk about how great you are (via your accomplishments)? Interviews are perhaps the only time we can do that and the other people actually want to hear it! Right?

Here is the step by step action plan to execute this:

Preparation – Writing:

- Write out your Elevator Pitch (*including your Educational Background, Professional Background, Job Objective, & Relevant Accomplishments*) to answer the notorious "Tell me about yourself..."
- Develop accomplishment stories from your background by using the STAR format: Situation, Tasks, Actions & Results!
- Read through the lists of Interview Questions and write out as many answers as possible
- Prepare a list of well thought out questions you want to ask

Preparation – Research:

- Research the Company's Objective, Organizational Structure, Product or Service, Stability, and Philosophy most likely on the Company's website
- Their website may also include an Annual Report, Letters from the Chairman & Balance Sheets
- Use your network, LinkedIn and Alumni Database to obtain more information on who will be interviewing you

Preparation – Analysis:

- Compare the job description to your accomplishments on your resume
- Analyze the job qualifications in the posting and highlight the ones that correspond with your experience
- Revisit your Elevator Pitch to focus to this job opening
- Revisit your STAR Accomplishment stories and choose the appropriate ones for this job opening
- Relate YOUR ABILITIES to the EMPLOYER'S NEEDS, to convince them to hire you

Preparation – Rehearsal:

- Practice your Elevator Pitch, STAR Accomplishment Stories and other interview question answers out loud until you have each one polished.
- Practice out loud in front of a mirror.
- Ask a family member or a friend to allow you practice your answers in front of them
- Use your webcam & record yourself to practice
- Use [LinkedIn's Free Interview Prep Resource](#)

Preparation – The Leave-Behind Packet:

- **Why This Is So Important:**

- It proves that you already go above and beyond and have exceptional attention to detail. Most candidates will not go this length to prepare – so you will most certainly stand out. It's time consuming but worth it if you really want to land the job!
- It can detail even more skills the company is seeking that may not be on your resume or convey the things that you were unable to cover in the interview due to time constraints.
- It shows that not only can you deliver these amazing accomplishments in your interview but that you know how to create a professional business presentation – just as you will have to do on the job!
- Perhaps most importantly the person/people who interview you will not be able to convey EVERYTHING you have conveyed in your interview to someone else if they need to. So this packet ensures that whoever else needs to weigh in on whether or not you get a call back or an offer will have all the information (in writing and looking super professional) that they need to know to make their decision on moving forward.

- **Style, Content & Order:**

- Use your Resume Style for everything you leave-behind! The same header, bullet type, font & type sizes: everything should mirror your resume style for cohesion and professional presentation.
- Start the packet with your Cover Letter & Resume – use the docs you used to apply to the job at hand
- 30-60-90 Day Strategy – this is the most important part of your packet (template available on my website).
- LinkedIn Endorsements (if you have an impressive amount), use a screen shot

- LinkedIn Recommendations - use screen shots of each
- Professional References
- Select STAR Accomplishments
- Projects
- Supplemental Questions if they provided previously

- **Templates available for purchase include:**

- 30-60-90 Strategic Plan Template
- LinkedIn Endorsements Example Template
- References Template
- Additional Ideas in Template Format

Preparation – Logistics:

- Purchase thank you cards, and have one pre-addressed, stamped and in your car to write out immediately after the interview and put into the mail. This serves two purposes: 1) people rarely do this anymore, so it will set you apart showing that you care enough to take the time to do this and 2) you can save your next email for one week later if you haven't heard back to politely reiterate your interest and great fit for the role.
- Decide what you are going to wear and map out exactly where you will be going and how long it will take to get there and aim to be early just in case! If early, you can read through all your interview answers while waiting.

SAMPLE INTERVIEW QUESTIONS

Traditional Job Interview Questions

- How would you describe yourself?
- Why did you leave your last job?
- What are your long range/short range goals and objectives?
- Can you explain this gap in your employment history?
- How well do you work with people? Do you prefer working alone or in teams?
- How would you evaluate your ability to deal with conflict?
- Have you ever had difficulty with a supervisor? How did you resolve the conflict?
- What's more important to you -- the work itself or how much you're paid for doing it.
- What do you consider to be your greatest strengths and weaknesses?
- Describe the best supervisor you've ever had.
- What would your last boss say about your work performance?
- Why should I hire you?
- In what ways do you think you can make a contribution to our company?
- What are the attributes of a good leader?
- Which is more important: creativity or efficiency? Why?
- What's the most recent book you've read?
- Describe the relationship that should exist between the supervisor and those reporting to him or her?
- How do you work under pressure?
- Are you good at delegating tasks?
- What's one of the hardest decisions you've ever had to make?
- How well do you adapt to new situations?
- Why did you decide to seek a position in this company?
- What can you tell us about our company?

Behavioral-based interview questions:

- Describe a situation in which you were able to use persuasion to successfully convince someone to see things your way.
- Describe a time when you were faced with a stressful situation that demonstrated your coping skills.
- Give me a specific example of a time when you used good judgment and logic in solving a problem.
- Give me an example of a time when you set a goal and were able to meet or achieve it.
- Tell me about a time when you had to use your presentation skills to influence someone's opinion.
- Give me a specific example of a time when you had to conform to a policy with which you did not agree.
- Tell me about a time when you had to go above and beyond the call of duty in order to get a job done.
- Tell me about a time when you had too many things to do and you were required to prioritize your tasks.
- Give me an example of a time when you had to make a split second decision.
- Tell me about a time you were able to successfully deal with another person even when that individual may not have personally liked you (or vice versa).
- Tell me about a difficult decision you've made in the last year.
- Give me an example of a time when something you tried to accomplish and failed.
- Give me an example of when you showed initiative and took the lead.
- Tell me about a recent situation in which you had to deal with a very upset customer or co-worker.
- Give me an example of a time when you motivated others.
- Tell me about a time when you delegated a project.

THE INTERVIEW

If you are meeting with many people that day, have one very comprehensive packet to “show & tell” with each person as is appropriate for each meeting, letting them know you will email each of them a PDF of it as well. This way each interviewer will see the hard copy as you present and speak to it. You can leave the hard copy with the hiring manager and the rest will each have an e-copy with your thank you emails. This will save trees as well. Win-win!

Make sure this is not a scan of the whole packet: each document should be put into a PDF from its original file, then use the ‘combine files’ feature to create a multi-page file and make sure every document is in the proper order. Have this ONE PDF ready to go so that you can email each of those who interviewed you that evening or very next morning after the interview (I prefer that evening if you are truly super excited!).

As you are interviewed, jot down notes for yourself on the things that struck you in each conversation – this will help with your thank you emails. If you find that none in particular stood out and you have the same message to all, then you can send one email to all at once with the attachment thanking them collectively. You will know which way seems best afterward that long day of interviews.

Build Rapport

- Use eye contact and a firm hand shake upon meeting
- Mirror the demeanor of the interviewer, but in an authentic way for your personality
- Have a positive, can-do, problem solving attitude
- You need to believe you are the best person for the job and be able as to articulate why
- Beware of your non-verbal communications: Tone & Speed of Voice, Facial Expressions, Body Language, Posture, Habits

- Pause briefly after being asked a question to quickly think how you want to answer the question
- Use humor if/when totally appropriate to the situation

Take Control

- When appropriate break out the “Leave-Behind Packet” and show them your portfolio of work, letters of rec, business plan, etc.
- When appropriate ask the questions from your list if they are relevant to the conversation at hand & any new questions that have come to mind

Close The Deal

- Ask any questions that haven’t yet been addressed
- Close the deal by reiterating interest, letting them know you think you would be great for this job
- Establish follow-up procedure and timeframes, obtain their business card
- Thank them sincerely letting them know it was very nice meeting them & you look forward to seeing them again!

After the Interview

- Write out the thank you note as soon as you get out and drop it in the mail immediately.
- As soon after the interview as possible, jot down your notes on how you feel you did and what you would like to improve upon (specific answers to questions, your non-verbal communication, your close, etc.)
- **The Leave-Behind Packet can serve as Double Duty** with your Follow Up after the interview: About 1 week later if you

haven't heard back after sending your hand written thank you card, then you can send an email reiterating & expressing your interest, and include ONE PDF of your entire Leave Behind Packet. (Hint: These can each be in their own Word Docs to format perfectly with proper footers, but then save each to a PDF, then Combine all the PDFs into 1 Attachment.) Entitle the attachment: "Your Name – Position Name – Strategic Plan & Supporting Docs - Date.pdf"

2nd Interview

- Treat it like the first as in be ready to answer all the same questions (don't be thinking "I already answered these last time!") since new people want to hear those answers as well. Be ready for a new crop of questions too, keep on reading through questions so that you have given thought as to how to answer each one. Bring the same "Leave Behind" packet and ready to deliver your Strategy again that will show you have given a ton of thought to how you will hit the ground running.

SALARY & NEGOTIATING

Do your research on salaries for all positions to which you are applying:

1. www.Glassdoor.com
2. www.Salary.com

Negotiating the Highest Package

Go into the situation having done your research on salaries and compensation packages. You should know the low, median and high salaries for someone with your education, skill set and experience and have given it tons of thought as to *your bottom line*, and everything you want. Of course salary is only one aspect of the overall compensation, there can be vacation, medical, retirement, bonuses, etc. I would have it all written out for yourself in a matrix so you are ready to deliver. Usually they will give you the written offer for you to review, at that point if you like it and it meets your bottom line, I would take it. Conversely, if it doesn't meet your bottom line, then you could try to negotiate what it is you want and the many reasons you are worth it.

Negotiating a Raise at your Current Company

Start by writing down all your accomplishments you have had at that company and the experience that any degrees you may have obtained along the way have given you, and how that is integral for increasing your value to the organization. Have it all drafted in a formal letter to your supervisor, and schedule a meeting to discuss it all in person while presenting the letter and an updated resume as your supporting documentation. This will serve two purposes: that you are 1) serious & methodical about this, and 2) they can share it with their bosses as needed to help your cause.

Negotiating Your Way into a New Job That Pays Less than your Current Salary

If they are asking for your desired salary, then you can give them a range. Think about this prior to interviews so you have it ready to deliver. If they ask for your salary history, you can be honest about that, and let them know that you money isn't your priority (if you are looking to take less than your previous jobs). And that you want to a good fit, and want to love what you do, and sell the fact that this job (that you're interviewing for) fits with your values and motivators, etc., and you are so excited about the opportunity. You can mention Warren Buffet didn't even KNOW what he was going to make on his first job when he accepted the offer, he just knew it was the job he wanted and money didn't matter.

How to field the Salary Question

"While salary is of course an important consideration when investigating new career opportunities, the more important consideration is the actual opportunity. If you were to ultimately consider me the best candidate for the position, and likewise, if I were to consider this to be a logical career move for me, I am sure your company will offer a very competitive salary."

It's OK NOT to Negotiate

If it is a position that you would have taken at their first offer, *there is nothing wrong with not negotiating...* as sometimes people may feel compelled to negotiate just for the sake of negotiating? Keep in mind, that if you take a job without negotiating, you will be able to prove yourself over time, and negotiate later at performance reviews etc. Also, if it ends up not being the right fit after all, you can start looking around after a year.

IF YOU HAVEN'T HEARD BACK FROM A JOB YOU APPLIED TO

You never know when a company will get back to you - if at all. That is why finding a connection where ever you apply is the best case scenario. Some companies just move extremely slowly, there are always a million circumstances that we cannot even fathom in each case. Every time I had landed a job in my past, EVERY time I would get a random call or two for an interview on other apps I had sent out, even many months later. Other places will call you within an hour of receiving it – you just never know, that's why it's a huge numbers game where we can't get too attached to any one job we apply to, and NEVER get discouraged by not hearing back. We hear back on possibilities that are meant to be, and we land the ONE that's meant to be, at that time.

AGE DISCRIMINATION

I have had clients in their 50's & 60's and know a 94 year old who was still working. It's not age we need to worry about, it's frame of mind and how we project ourselves. 40+ is an ASSET to employers, especially for the higher level positions to which you may be applying. And with age behind us, coupled with a nimble, can-do, youthful attitude – we are a force to be reckoned with. Age discrimination is the LAST thing you should be concerned about: **age + experience = total asset.**

[http://fiveoclockclub.com/5-job-hunting-tips-for-the-over-50-job-seeker/?inf_contact_key=3457569b4de3853c099160f9682f283c80d9ae79ea9ce68e70676ef4344b2581:](http://fiveoclockclub.com/5-job-hunting-tips-for-the-over-50-job-seeker/?inf_contact_key=3457569b4de3853c099160f9682f283c80d9ae79ea9ce68e70676ef4344b2581)

FINAL THOUGHTS

The job search can actually be fun if you employ diligent effort coupled with the right attitude. With the proactive approach to the job search, you will open doors and discover things about the job market, companies, people and even about yourself that you may not have known otherwise. Working diligently on the process will give you the confidence that you are doing all you can to create the career of your dreams that aligns with your skills and innermost values.

You will, of course, encounter disappointment along the way, as in not hearing back from employers, and perhaps not landing the job after an interview. But keeping a positive attitude is the key to an effective search over time. So try not to take any of it personally, realizing there are 100 reasons for any one disappointment, and most of the time it will have had nothing to do with you.

Be assured that if you don't land a particular job, no matter how invested you are in it, there is a better one for you awaiting to be uncovered. I promise you that all of your preparation and hard work on the job search will pay off in the end.

FURTHER READING

1. **The Prophet by Kahlil Gibran** (so many life lessons)
2. **Creative Visualization by Shakti Gawain** (great book of nuggets, it is like the precursor to “The Secret” but less commercialized.)
3. **The Millionaire Code by Paul Farrell** there is a chapter on each of the 16 MBTI types and how to align your Career with your Type)
4. **Just Your Type by Paul D. Tieger & Barbara Tieger** (even though this book puts each MBTI type together for relationship purposes, the first half of the book is very thorough in explaining each type by itself)
5. **The Seven Habits of Highly Effective People by Steven Covey**
6. **Luck is No Accident** by John Krumboltz and Al Levin (explains the theory of planned happenstance)