



THE RECRUITLYNK

GUIDE TO AN EFFECTIVE JOB SEARCH STRATEGY

When an organization makes the tough economic decision to lay off employees, any assistance the company provides should be utilized.

Outplacement services consist of individual or group career counseling and advising. Since many laid-off employees can be unfamiliar with current job searching techniques if they haven't sought employment for a long time, training in job searching is also provided. Recruitlynk's Outplacement services will help develop resumes and cover letters, coach on how to apply for jobs for individuals and provide job leads and follow-up counseling advice over the next 8 weeks. The goal is to provide you with the best tools and education in efforts of finding gainful employment quickly.

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Recruitlynk's Approach To Coaching

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- Key points to creating the perfect resume
- Cover Letter; what makes it compelling?
- Building Your LinkedIn Profile

Phase Two- Beyond The Resume

- Your Resume Is Not A Magic Wand
- Leveraging LinkedIn Effectively

Phase Three- Interview Preparation

- Acing the virtual interview
- Acing the behavioral interview- STAR Method

Phase Four- Negotiating The Offer

- Navigating the salary negotiating process

Job Search Take Aways

Job Links & Influencers To Follow

One Hour Career Consultation Call
Resume and cover letter builder
Six, one hour 1:1 interview coaching sessions
Six, one hour 1:1 career coaching sessions
Two, half hour 1:1 virtual interview practice sessions
Two, half hour 1:1 LinkedIn "Building your social brand" sessions
Personality Assessment
Interview preparation (before an actual interview)
Market value research and analysis
Training " Negotiating the offer"
How to effectively apply for jobs in 2020 (avoiding the "quick apply",
direct contact to hiring manager, specific job boards etc.)

WHAT YOU WILL RECEIVE



THE RECRUITLYNK
APPROACH TO JOB COACHING

The job search can create a fair amount of anxiety, fear and vulnerability in people. A Recruitlynk Outplacement Coach will center their approach around your personal long term career goals by using a tactical, direct guide to help excel your job search strategy. By and large, you can reasonably expect to gain career confidence, insight, encouragement, inspiration and new skills.

Strategic & Tactical Approach

Strategy defines your long-term career goals and how you're planning to achieve them. In other words, your strategy gives you the path you need toward achieving your mission.

Tactics are much more concrete and are often oriented toward smaller steps and a shorter time frame along the way.

A blurred background image of a business meeting. In the foreground, a person's hand is visible, holding a white pen over a document. Another person's hand is holding a white document that is being reviewed. The scene is dimly lit, with a focus on the hands and papers. The text 'PHASE ONE' is in a large, bold, white sans-serif font, and 'SETTING THE FOUNDATION' is in a smaller, italicized white sans-serif font below it.

PHASE ONE
SETTING THE FOUNDATION



Key points to creating the perfect *resume*

- Add keywords from the job postings
- Review resume examples for your industry
- Use a professional font
- Include only the most relevant information and put the most important information first
- Use active language
- Call attention to important achievements
- Only include subheadings and sections you need
- Proofread and edit
- Decide whether you need a unique resume for different jobs

What makes a *cover letter* compelling?

- Direct. Your prospective employer will be more impressed by your pithy than your prose
- Personalized. Skip the "To Whom it may concern" and "Dear Sir/Maddam." Do your research.
- Is not a regurgitation of your resume. They have your resume, a duplicate is not needed.
- Not generic. Why are you a great fit for THIS JOB, not just any job.
- Addresses objections. Objections can be location, employment gaps etc.

1. Contact Details

2. The Hiring Manager / Department Information

3. Opening Paragraph

Make it personal and tailor it for each job application to grab the reader's attention.

4. The Body

Describe what are your major achievements and how will you help them solve their current challenges. Mention why you are the right person for the job

5. Closing Paragraph

6. Formal Salutation

John Doe
Digital Marketer

john.doe@gmail.com
202-555-0166
New York, USA
john-blog.com
linkedin.com/in/john.doe
@john.doe

To:
Elba Solutions Aps
Erling Kare, CMO
Frederiksberg, Denmark
erling@elbasolutions.dk
21 August, 2019

Dear Mr. Erling Kare,

The creativity and enthusiasm of My Choice: Creative Agency has sparked my enthusiasm to apply and become your next Digital Marketer. My ambitious interest in digital marketing and social media combined with working at your company would be a unique and enriching experience for both parties.

Having more than 4 years of work experience within the Marketing industry, I have developed strong expertise in customer research, social media activation, project management and content creation.

The main achievements that I had in my previous position, that are highly relevant to your specific case and prove the value that I can add to your team, are:

- Increased the conversion from normal users to paying customers from 1,5% to 3,8% in the last year.
- Created over 5 new social media campaigns which increased the engagement (shares and comments) of our users with over 700%.
- Improved the existing strategy to incorporate the latest technological changes to help the organization expand in 3 countries in Northern Europe.
- Researched the differences in consumer behavior for the 3 countries in Northern Europe and created a go-to action plan for each specific one and reached the 1st year targets in the first 10 months.

In addition to this, my internship in a tech start-up for which I was managing independently the whole digital marketing department gave me the perfect insights into your current targeting challenges for expanding in new countries.

Analyzing the target markets, creating social media content and ads for platforms such as LinkedIn, Facebook and Twitter, as well as applying the right communication strategies were the tasks that I took care of and would highly fit your current needs as I already found 3 new ways of reaching new customers for your company through these platforms.

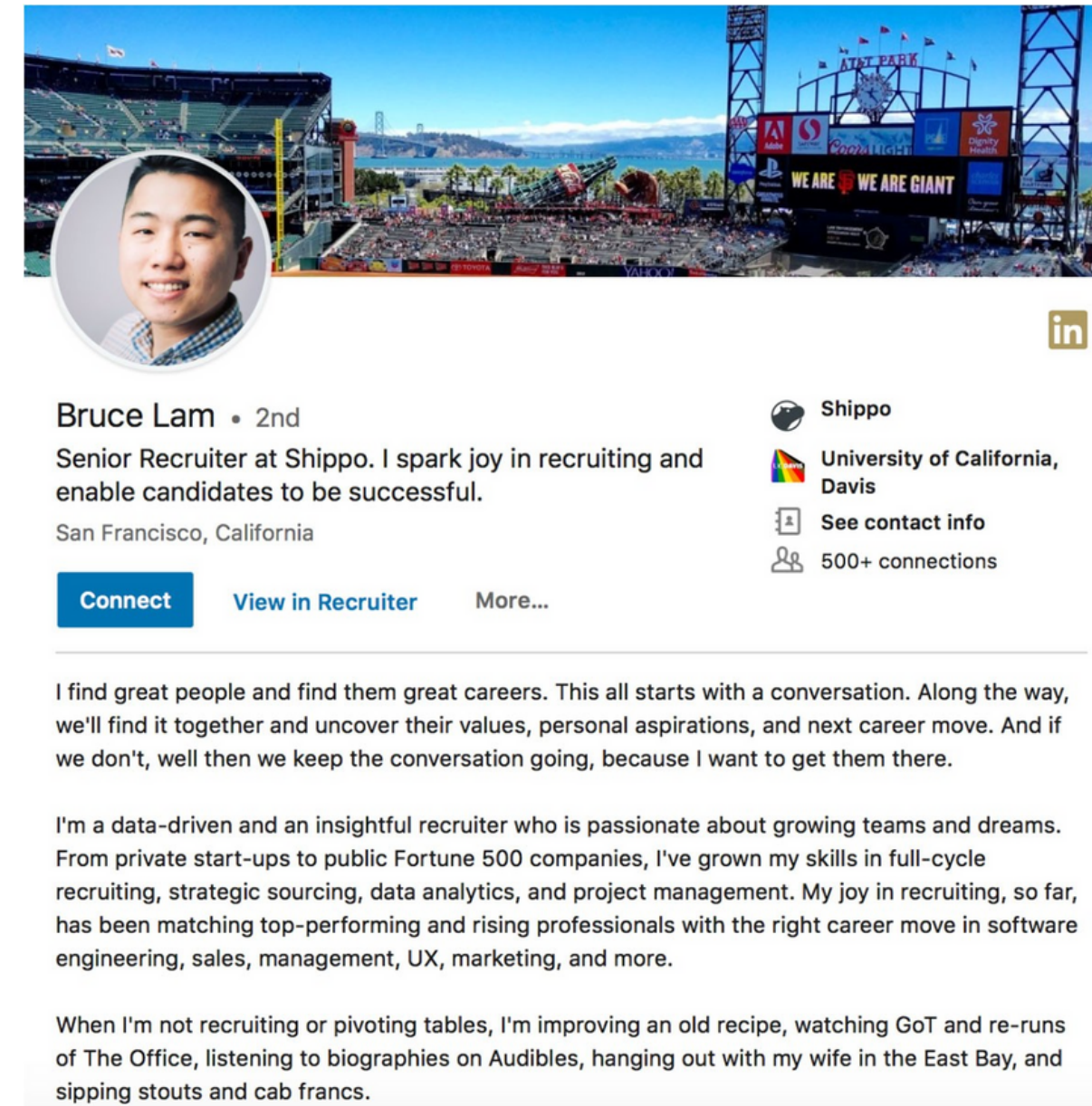
I succeed at working independently as much as I enjoy mutually sharing creative ideas with other team members. Additionally, I am enthusiastic about analyzing market researches as I have an eye for consumer behavior as my previous position has proven.

I will call you next Wednesday in order to follow up on my application at My Choice: Creative Agency and arrange an interview.

Sincerely,
John Doe

Building Your **LinkedIn** Profile

- Approach LinkedIn Like a Living Resume
- Complete Your Profile 100%
- Create A Compelling Tag Line
- Create An Elevator Pitch In Summary
- Reconsider Your Profile Photo
- Get Creative with a Cover Photo
- Customize Your LinkedIn Profile's URL
- Choose Your Skills Strategically
- Set Your Profile to Public
- Ask for Recommendations



Bruce Lam • 2nd
Senior Recruiter at Shippo. I spark joy in recruiting and enable candidates to be successful.
San Francisco, California

[Connect](#) [View in Recruiter](#) [More...](#)

Shippo
University of California, Davis
[See contact info](#)
500+ connections

I find great people and find them great careers. This all starts with a conversation. Along the way, we'll find it together and uncover their values, personal aspirations, and next career move. And if we don't, well then we keep the conversation going, because I want to get them there.

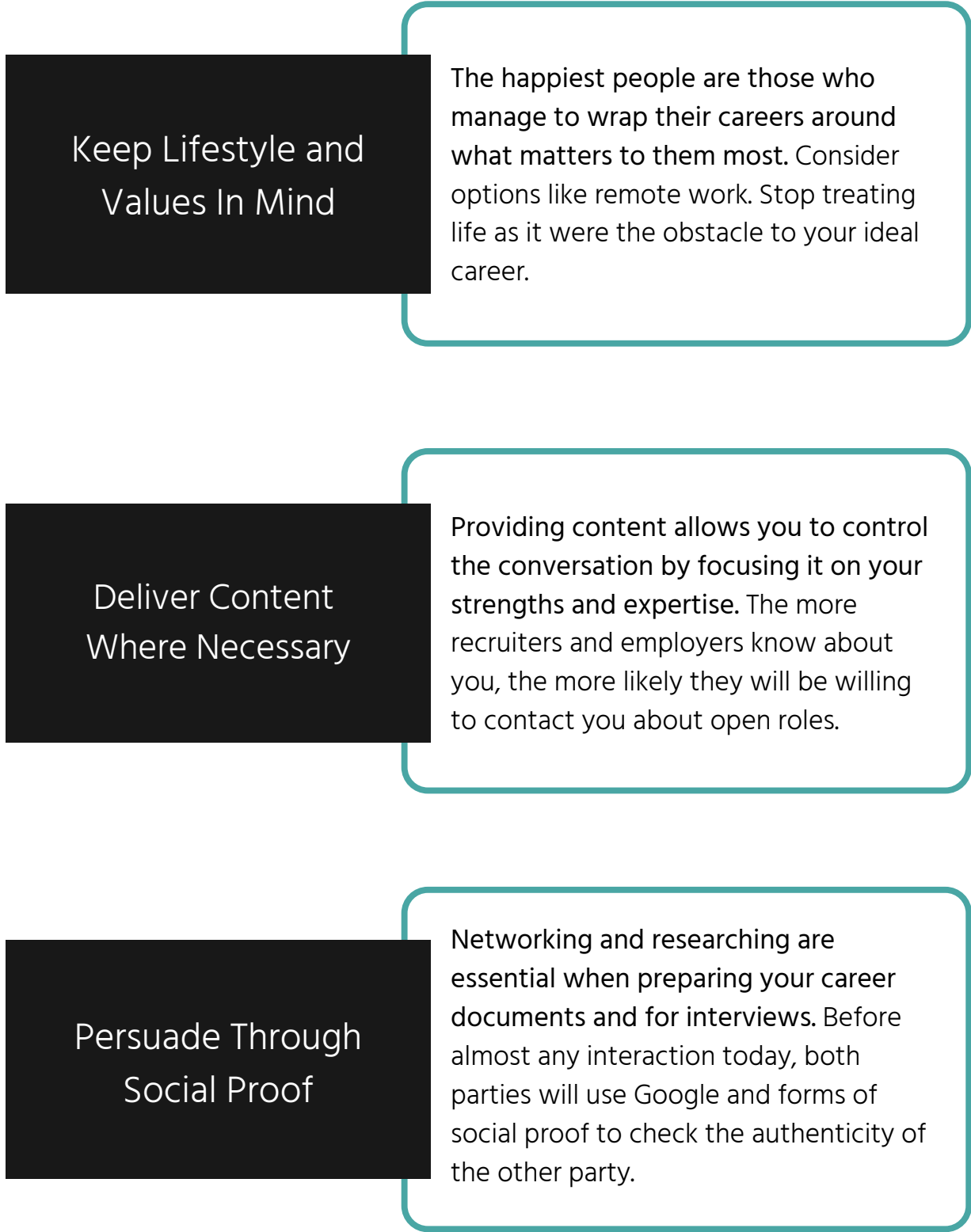
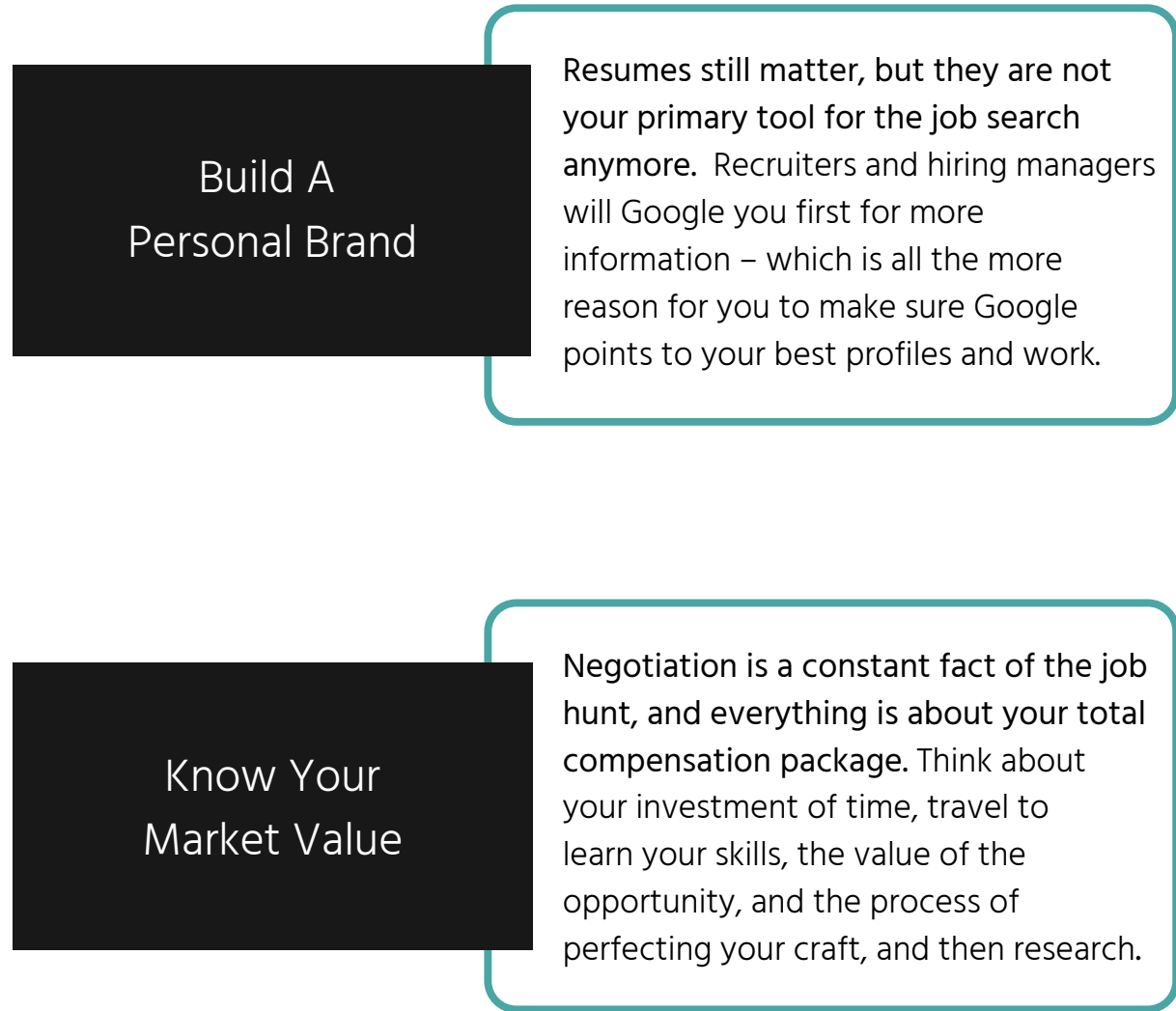
I'm a data-driven and an insightful recruiter who is passionate about growing teams and dreams. From private start-ups to public Fortune 500 companies, I've grown my skills in full-cycle recruiting, strategic sourcing, data analytics, and project management. My joy in recruiting, so far, has been matching top-performing and rising professionals with the right career move in software engineering, sales, management, UX, marketing, and more.

When I'm not recruiting or pivoting tables, I'm improving an old recipe, watching GoT and re-runs of The Office, listening to biographies on Audibles, hanging out with my wife in the East Bay, and sipping stouts and cab francs.



PHASE TWO
BEYOND THE RESUME

Your resume is *not* a magic wand!



The *web* is now your resume!

Leveraging **LinkedIn** Effectively

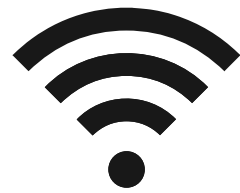


- Join & Participate in Groups
- Think Before You Inmail
- Accept All Connection Requests
- Contribute Value To Target Market
- Personalize Invitations to Connect
- Create Engaging Content
- Consistent Posting & Engagement
- Keep Your Content Positive and Helpful
- LinkedIn Is NOT Facebook, Stay Professional
- Avoid Controversial Topics; Politics/Religion



PHASE THREE
INTERVIEW PREPARATION

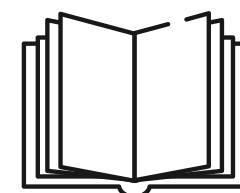
Acing the *Virtual* Interview



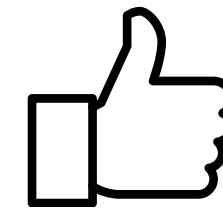
TEST YOUR TECHNOLOGY- Is your laptop charged? Is your internet connection solid? Is your camera front facing? When trying to make a positive first impression, the last thing you want to do is have an obnoxious echo loop impeding your ability to talk or your computer die mid sentence.



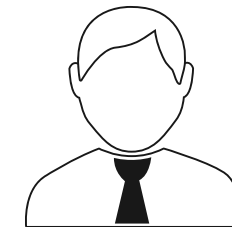
SET SCENE AND MINIMIZE DISTRACTIONS- While testing your technology, determine where to take the interview. Find a room with optimal lighting or a blank wall to guarantee you're the focal point of the conversation. Eliminate all distractions. Turn off the TV, silence your cell phone, and close any nearby windows to muffle neighborhood traffic.



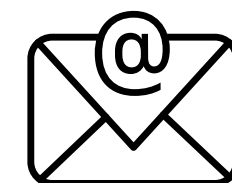
PREPARE- Just because you're on a computer doesn't mean you can search the web for answers mid-interview, so avoid clicking around. You want to appear focused and ready to answer any questions without the help of the internet. Research the company ahead of time and jot down notes for easy reference.



MAKE A CONNECTION-It's not easy to connect with everyone, but it's a crucial part of a virtual interview. You want the interviewer to be able to remember a personal story you told or a common interest you share. This is the best way to prevent yourself from blending in with the other applicants.



DRESS THE PART- You might be sitting near your bed, but you shouldn't look like you just rolled out of it. Dress as you would for an in-person interview. Professional clothing will show you're serious about the position, but there are personal benefits, as well: Studies show that people feel "most authoritative, trustworthy, and competent when wearing formal business attire."



FOLLOW UP PROMPTLY-Within 24 hours of the interview, send an individual thank you email to everyone you met. Not only will it show you value their time, but it provides you the opportunity to resell yourself and express the unique strengths you bring to the role, or share any talking points you forgot to address

Behavioral interviewing focuses on experiences, behaviors, knowledge, soft skills, and abilities that are job related. This type of interviewing makes most interviewees very nervous and causes rambling. To avoid rambling, The *STAR* Method is a straightforward format you can use to answer interview questions concisely!

S

SITUATION

Describe a specific event or situation you were in.

T

TASK

Explain the task you had to complete, highlighting any challenges or constraints.

A

ACTION

Describe the specific actions that you took to complete the task and overcome challenges. These should highlight desirable traits the interviewer is seeking.

R

RESULT

Close with the result of your efforts. Include figures to quantify if possible.



Additional tips; LISTEN carefully to the interviewers question and take a few seconds to PROCESS before responding to the question.



PHASE FOUR
NEGOTIATING THE OFFER

Navigating the *offer negotiation* process

Tip 1: Actually negotiate. In 2018 only 68% of men and 45% of women actually negotiated an initial offer of employment.

Tip 2: Try not taking a “low-ball” offer personally. It is not an insult, it’s a starting point. If a less than desired offer is made, be sure to give yourself a breather before starting the negotiation process. Thank the company for their gracious offer and let them know you will review everything over the next 24 hours and come back with any questions.

Tip 3: Know your market value. There are several guided resources to help; Ladders, PayScale and Salary.com to name a few.

Tip 4: Be creative! In the current economic climate, companies cannot afford to be as competitive as they once were. Think about the "whole picture." Equity, annual incentives, long term incentives, stock options, bonus, relocation support, partnership track, perquisites and severance/change-in-control agreements etc.

Tip 5: Don’t negotiate just to negotiate. If you are not excited about the company values, environment or role itself, do not wait for an offer to be presented before bowing out gracefully.

JOB SEARCH

CATEGORY

JOB TYPE

FIND JOB



JOB SEARCH *TAKE AWAYS*



Key *Job Search* Tips

- Track Job Search Progress With Numerical Measures
- Join Networking Meetings & Groups
- Push Yourself Beyond Your Comfort Zone
- Be Committed, Consistent, Patient and Resilient With Your Job Search
- Be Mentally Prepared For Rejection
- Follow Your Favorite Job Search Influencer On LinkedIn

Professional Job Boards

- LinkedIn
- CareerBuilder
- Indeed
- Ladders

Sights To Track Company Reviews

- Glassdoor
- Vault
- Yelp
- FairyGodBoss

A man and a woman in business attire are sitting at a desk, looking at a tablet together. The man is wearing glasses and a suit, and the woman is also wearing a suit. They are both smiling and appear to be in a collaborative work environment. A laptop and a glass of water are visible on the desk in the foreground.

BOOK YOUR CONSULTATION TODAY!

sonya@recruitlynk.com

"In the middle of difficulty lies opportunity." -Albert Einstein-