



# Checklist to Prepare for a new Job Opportunity

When scouting new opportunities, be sure to tweak your CV/Resume so that it is aligned with the role in which you are interested. Also, search for the key roles you would LOVE to have (regardless of where they are posted in the world) and use the key tagged words in the job description. Copy these and put them on your CV/Resume, LinkedIn Profile so people can find you using these "high-attractor factor" words.

## Job Search

- Write your own job description. What does it look like? Where is it located? Be very specific.
- Contact / target companies in your target market.
- Reach out directly to contacts inside companies, colleges and organizations.
- Find who is hiring on LinkedIn.
- Set up google alerts for your ideal job. E.g. "marketing manager jobs in Boise, Idaho".
- Set up alerts on job boards for your ideal job.
- Turn on the LinkedIn satellite function indicating you are looking for a new role.
- Contact Recruiters; Learn your market worth.
- Contact Recruiters who have contract or consulting assignments with 6, 9 or 12 month engagement terms on projects that would excite you!
- Find three job openings a week that you want.
- Write your resignation letter.
- Create a video on LinkedIn.
- Broadcast an email on LinkedIn to all your trusted connections.
- Find speaking opportunities – conferences, meetups, networking.

- Find online job boards.
- Embed key word searches into your profile so you are found by talent searching systems.
- Consider flexibility in lieu of less compensation.
- Attend conferences.
- Attend road shows.
- Attend industry related organizations.
- Attend a business meetup.
- Join LinkedIn groups which match your demographic, industry etc.
- Join University and Alumni groups.
- Reach out to prior colleagues either near retirement or in retirement, they are ecstatic to help.
- Consider same position, different industry.
- Contact specific companies in your local area or whom you would LOVE to work for. Reach out to the HR Recruiters on e-mail, LinkedIn, phone and ask them to “keep you in mind” for new opportunities. Establish those relationships NOW to get your name on their radar.
- With every strong contact you make, be sure to follow up with “Who do you know who” and “How might I find more contacts like you?” or “Would you happen to know someone much like you, whom you think I should talk to?” thereby tapping into their networks.
- Connect with industry and professional organizations related to your field.
- Reach out to event leaders who have run conferences in your field of work - they know a lot of people and are experts too!
- When you look back at your career, how would someone typically have found you easily? Where did you hang out? Now think creatively about where you can find your ideal contacts for a new opportunity.

## CV / Resume

- Your CV/Resume and LinkedIn Profile are your sales and marketing sheets; use the magic words which match the job you want so people can find you.
- Tweak your resume for each job you apply.

## Interviewing

- Get excited when you go on an interview. We will discuss role playing during preparation.
- Remember you are also interviewing the firm.
- Write down good questions to ask beforehand.
- Send a thank you note after interview, but don't gush.
- Accept no less than a 15% increase when moving to a new position.