



ATLANTIC HUMAN SERVICES INC.

QUICK GUIDE TO A SUCCESSFUL JOB SEARCH

This guide will help you get a job
using the most effective strategies.

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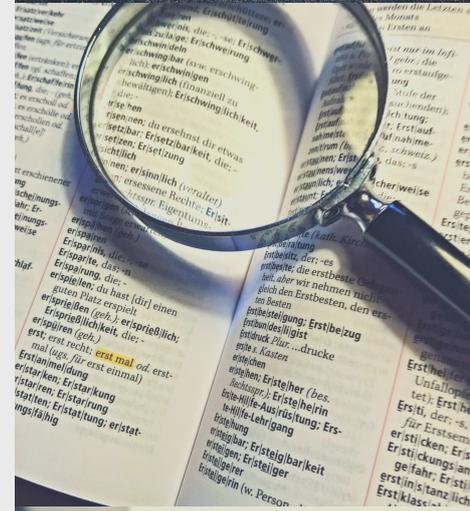
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STAYING MOTIVATED



There are a few people who seem to find jobs as easily as 1,2,3. And let's face it, it all makes us a little bit jealous.

For the majority of us, finding work is a challenge. It takes time and effort and often looks like this:



For some people it can sometimes be downright scary and paralyzing to go through the job search motions. But it doesn't have to be this hard, because the job search process is pretty straight forward once you know what you are doing.

This is why we created this guide. We want to give you a few insights and tools to help you along your journey. Because we want you to succeed and we know that you can!

You see how happy that guy is... we want that to be you! Well...a version of that!



TO GET STARTED, YOU SHOULD:

**ESTABLISH
YOUR
EMPLOYMENT
NEEDS**

**IDENTIFY
YOUR SKILLS
AND
ABILITIES**

**FOCUS ON
YOUR
INTERESTS
AND GOALS**

**RESEARCH
THE LABOUR
MARKET**

**WORK ON
YOUR
PERSONAL
BRANDING**

**SET A JOB
SEARCH
SCHEDULE**

IDENTIFYING A WORK OBJECTIVE



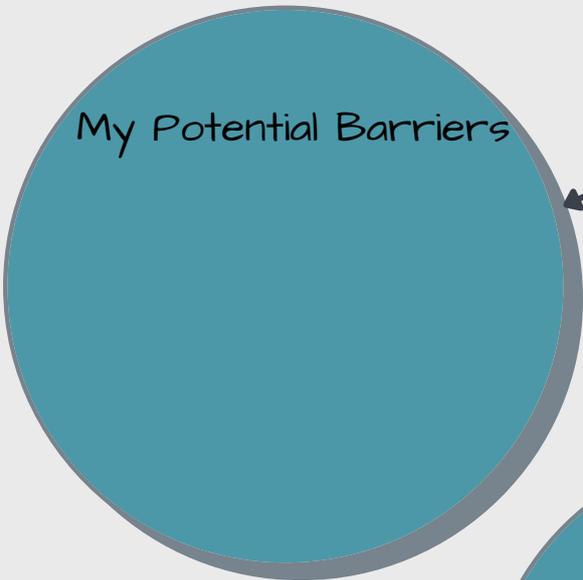
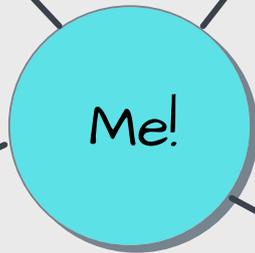
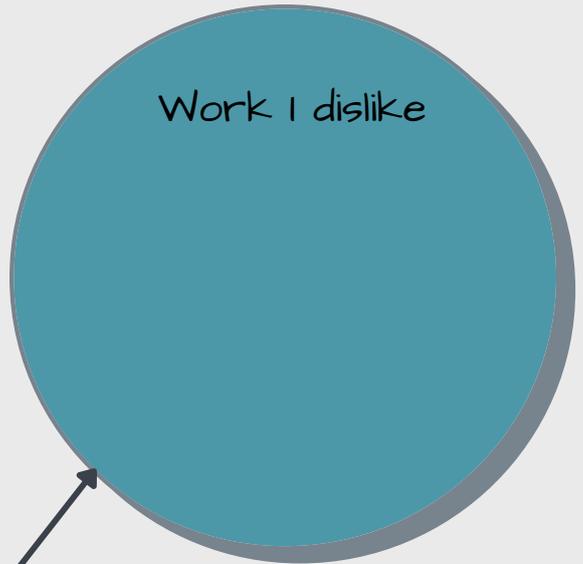
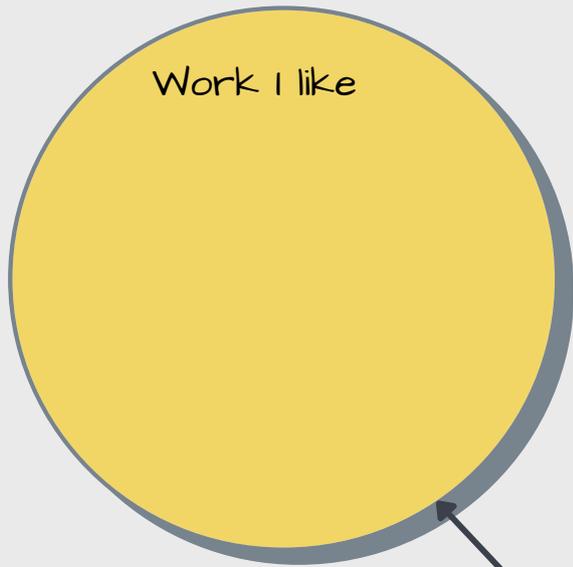
So first, you need a clear and realistic work objective.

What does realistic mean? Well let's say that if your objective is to work as an astronaut, maybe that is not the most realistic goal. Unless you have all the qualifications, then yeah go for it!

What this means really is that you need to know what type of work you would like to do and what type of work you would dislike. You need to determine if you have the skills and education required for the work that interests you. You need to know if those jobs are available where you live or if you would need to move. You need to know if the salary and work hours fit your needs.

If you have not taken the time to think about these things before you start your job search, it will be a longer and more arduous process. You might face more rejections than needed or end up in a job you don't really want.

Save yourself time and energy and figure out your work objective ASAP!



My Work objective (or objectives as it doesn't hurt to have a plan B and C):



UNDERSTANDING THE JOB MARKET



So let's be honest, this part takes time and involves research on your end. And it's maybe not the most fun part of the job search process. But you do need to do this step to be successful.

You will be able to find out if there are jobs in your field right now. If new companies are coming to the area that you would be interested in.

It will give you more of a focus if you already know which employers you want to work for.

Again, saving you time and energy!

This is what you need to do:





Ah yes! Personal branding. It sounds very marketing and it is. It mainly refers to your good old job search tools and your new ones.

RÉSUMÉ

To be sure, you need a résumé. An eye-catching, well written résumé, customized to you and the industry you are applying for. You can't escape it.

You can recruit the help of friends, family or professionals who know what they are doing (hint, hint). Employers will take approximately 6 seconds to read your résumé, so you gotta make it count. It needs to be simple, yet eye-catching. It needs to be detailed, yet concise. Nobody wants to read a 5 page résumé.

COVER LETTER

You might also need a cover letter. I say might because not every industry and job requires it. A cover letter is a great way to introduce yourself and point out how awesome you are. It can also be used to explain job gaps and career changes as well as point out skills, qualities and interests that are not on your résumé, but would be good for an employer to know.

Also, if you do add a cover letter to your application, be sure to personalize it for the job you are applying for. There is nothing worse for a recruiter than to receive a letter addressed to another company...



REFERENCES

You need 2-3 references. And not your mom, your dad or your best friend. Professional references that can speak to how you work and can say good things about you. They would ideally be former supervisors or co-workers.

It is also super important that you ask permission before you put someone down as a reference and share their contact information with strangers. They'll most likely be more keen to give you a good reference.

SOCIAL MEDIA



Ah! Social media. Some people hate it and some people love it. Regardless of your own feelings, social media now plays a big part in the job search process.

Recruiters will try to find you online even before the interview to see if you post anything inappropriate (you might want to start deleting some of those Facebook photos) or to see if you are there at all (no profile on Facebook or LinkedIn and employers might wonder if you are not with the times).

We recommend you at least create a LinkedIn account for yourself. It's super easy, helps you develop a professional network, lets you market yourself to potential employers and also search for jobs. There are tons of guides out there to help you in creating a stellar profile. So take an afternoon and do it!! Stop putting it off for tomorrow.

If you have followed all the steps so far, you now have a clear and realistic work objective (or objectives). You have a good idea of your local labour market and you have identified a few companies you would like to work for. You have mastered your personal branding. You possess an awesome résumé and cover letter. You have your references lined-up and you managed to finally create or update your LinkedIn account.

Good for you! It's a great start.



But there is one last step before you officially start your job search efforts.

I know, you thought we were there.

Any good strategy involves a plan.





For your job search, this means setting a weekly schedule. What days during the week are you going to focus on your job search? Ideally, it would be everyday. However, a mental break from the job search is also required as job searching can be exhausting. Permission granted to take a day off! You should also ask yourself if you prefer tackling your job search tasks in the mornings or in the afternoons.



Now, you also need to set weekly goals to keep on track.



Are you aiming to apply to 5 positions or 15? The more applications you have out there, the quicker the job search process will go. However, there might be some weeks where there are less positions to apply to. This is where a to do list comes in. Who should you follow-up with this week? What networking event could you attend? What company could you research?

The next page has a schedule you can use!

WEEKLY JOB SEARCH SCHEDULE

MON		GOALS
TUE		
WED		TO DO
THU		
FRI		
SAT		
SUN		

So you now have a plan and you're ready to go.



What next?

Well, you could start spending hours on end on job banks, applying to every job that comes your way. But that would not be efficient would it? No.

And while you still need to look through those job banks and apply (there are some awesome jobs out there), using only one strategy to find work is like putting all your eggs in one basket. And who wants to do that?

So you need another strategy.
You need to network.



Your non-verbal response when you read that was loud and clear. Most people cringe when you tell them they need to network to find a job, but it's the truth. It is way more efficient than only applying online for posted positions.



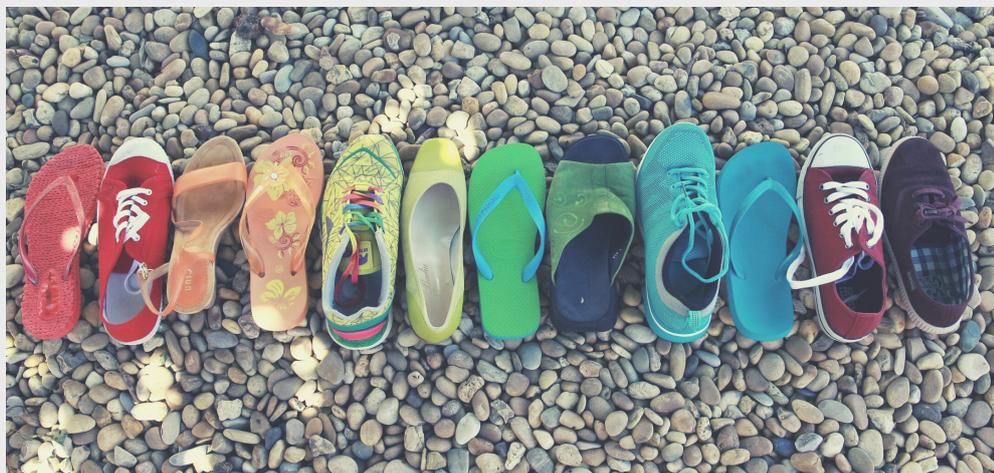
It's who you know.

You have probably heard that before. But you don't need to be best friends with the CEO of some big company to make networking work for you.

On some level, it's as simple as letting your family, friends and acquaintances know you are looking for work and telling them what type of work you would like. You can use the next page to identify your existing network.

As mentioned before, LinkedIn is also an effective and relatively easy way to network and find new contacts from the comfort of your home. You can even do it in your pajamas if you like.

In the end, you have to find the shoe that fits. Not everyone needs to network in the same way. You do it your way. If you prefer to contact people by email, you do that! Or if you really enjoy meeting with people in person, attend networking events. Use the method that suits you.



PEOPLE IN MY NETWORK

Relatives

Friends & Acquaintances

Current or Former
Coworkers

Former Employers

Neighbours or
Professionals

Others

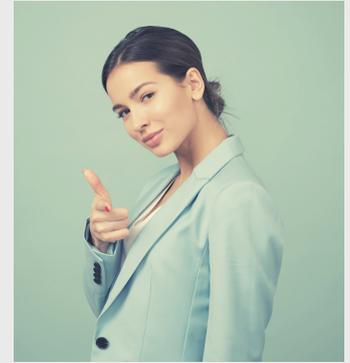
PREPARING FOR INTERVIEWS

At this point, you have started applying online and reaching out to your network. Hopefully, you are starting to get invited for interviews. Yeah! But are you prepared?

You might be one of those people saying I got this. No worries. I don't need to prepare.

Well then...good for you and best of luck in your interviews.

For the rest of us, thinking of going for an interview might feel a little bit like this:



Or this:



The key to acing that interview and calming your nerves is to prepare. You need to know the main types of interviews that exist, you need to know the types of questions you might be asked as well as some tips and tricks. Then, you need to practice and practice and practice, even if you are just interviewing with your cat.

Though we would recommend you practice with a real person as they can at least give you some feedback...up to you!

PREPARING FOR INTERVIEWS



Here is our quick overview of what you need to know about interviews. You can find more detailed information in our handouts and infographics.



On your right, you will find the main types of interviews you might encounter. The most common is the formal, in-person interview, but telephone and video interviews are becoming more and more popular. You gotta be ready for all of them.

In person
Telephone
Video
Asynchronous Video Interviews
(a.k.a Pre-recorded Video Interviews)

Formal vs informal
Group interviews
Tests and evaluations

Background/Job Experience Questions

Behavioral/Situational Questions

Unexpected Interview Questions

There seems to be three types of interview questions that recruiters and managers like to ask. You might have had only one type or all three. Again, you need to be ready for them cause you never know what they will ask you.



INTERVIEWS QUESTIONS

Typical interview questions you should be ready for:

- Tell me about yourself.
- What are your greatest strengths?
- What is your greatest weakness?
- Why did you leave your last job?
- Why should we hire you?
- Do you have any questions?

Examples of Behavioral Interview Questions:

- Give me an example of a time you faced a conflict while working on a team. How did you handle that?
- Tell me about a time when you made sure a customer was pleased with your service.
- Give me an example of when you showed initiative and took the lead.
- Tell me about a time your responsibilities got a little overwhelming. What did you do?

Unexpected (a.k.a. weird) Interview Questions

- If you were a box of cereal, what would you be and why?
- "If you had a choice between two superpowers, being invisible or flying, which would you choose?"

This is just a sample of questions you might get in a an interview. And while we would like to coach you on the answers to these questions, we just don't have enough room in this guide. Really, we could write a whole guide just on interviews. In the meantime, your best bet is to do some research online or even better, get help from a professional (we are really good at coaching clients on how to ace interviews!).

INTERVIEW TIPS AND TRICKS



We do have a few quick tips to share with you on what to do before your interview, on the interview day and during the interview. They may seem very simple and obvious, and well they are, but a lot of people forget these steps or take them for granted. However, to successfully complete an interview you need to be able to check off all these points.

BEFORE:

- Research the company
- Know yourself and your résumé
- Know the position
- Understand and practice interview questions
- Have questions prepared for the interviewer

DAY OF:

- Dress appropriately
- Groom yourself
- Bring a page with your references
- Confirm time and arrive early

DURING:

- Turn off your cellphone
- Give a firm handshake
- Make eye contact and smile
- Be aware of your body language
- Show a positive attitude
- Give short and concise answers
- Take deep breaths



Let's assume that you got the interview. You practiced questions and followed all our tips and tricks. You feel you did pretty well. You might be thinking the interview is over, you can breathe that sigh of relief and say to yourself: "well that's done". Wash your hands of it.

Not so fast. You forgot the follow-up.



What? A follow-up?

Yes, the thing that will set you apart from other candidates. That task.

It is super quick and easy and might make the difference between you getting the job and not getting it. All you need to do is send an email to your interviewer (or interviewers) and thank them for the interview. You can tell them how much you want the job and remind them how awesome you are...in a professional way of course!





'Good things come to those who wait' does not really apply when looking for work. Job searching takes time and effort. You can't just apply to a few positions and hope for the best. You need to keep at it every day and every week. While finding work might take only a few weeks for some people, for most, it takes on average 3-6 months. It seems long, but it goes by very quickly!

And we know it's hard to stay positive and stay motivated all that time. Especially, if you are not getting calls for interviews or receiving job offers. It's normal to get discouraged and just want to binge watch shows on Netflix in your pajamas. We hear you and want to say that you can take some time off to do that. But don't forget that your goal is to find a job.

So how do you stay focused?

- Try to write down the reasons you want to work.

1

2

3

- Re-read those reasons once in a while. This will help you stay focused.
- Find people who can help keep you positive and motivated.
- Reassess your work objective. Maybe it wasn't the right one for you.
- Whatever you do, keep at it. It will pay off in the end!



FINAL WORD

We hope you found our guide helpful and slightly entertaining. While job searching is serious business, we feel that a little humour in a guide that could be quite boring is the best approach.

We wish you success in your job search and want you to know that you are not alone out there. There are professionals available to help you through this process. Don't hesitate to reach out. It's our job and we love to help and cheer you on!





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