



IS YOUR JOB SEARCH
Generating Analogue Results
IN A DIGITAL WORLD?



Is Your Job Search Generating Analogue Results in a Digital World?



How to conduct a job search using latest technology and advanced resume strategies that deliver results.

By Martin Buckland, CPRW, CPBS, CEIP, JCTC, CIST

Certified Professional Resume Writer
Certified Professional Branding Strategist
Certified Employment Interview Professional
Job and Career Transition Coach
Certified Job Search Trainer
Online Professional Networking Strategist
Social Networking Career Strategist
Certified Social Media Career Strategist

www.aneliteresume.com



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Preface:

The mutual employer + employee job for life commitment our grandparents cherished is no more. **Job security is a myth!** In the Greater Toronto Area, over 1,200 people are laid off every week. According to the US Bureau of Labor Statistics, there were 3 million long-term unemployed workers (jobless for 27 weeks or more) recorded in September 2014.

The world has changed!



You are now competing against a global pool of job applicants, your online profiles are being screened for cultural fit and digital dirt, and your resume is being scanned by a robot who decides if it is worthy of human review.

To succeed in a digital world, you must understand the impact of technology and how to utilize it to your advantage, while job searching and for career management.

I hope this booklet inspires you to reignite your job search with the tools necessary to uncover and obtain your ideal job in a digital world.

The history of job search

Twenty years ago, a job search was a very passive activity. A company would post a job ad in a newspaper.



Applicants would apply by snail mailing or hand delivering a hard copy resume. An HR person at the company would personally review all resumes and invite a select few for an interview. There was less competition as the job openings were not posted on the Internet for viewing by a global audience.

With the advent of the Internet, jobs are now posted online either on a company website, job board, or social media platform. Applicants then apply either directly online or via email.

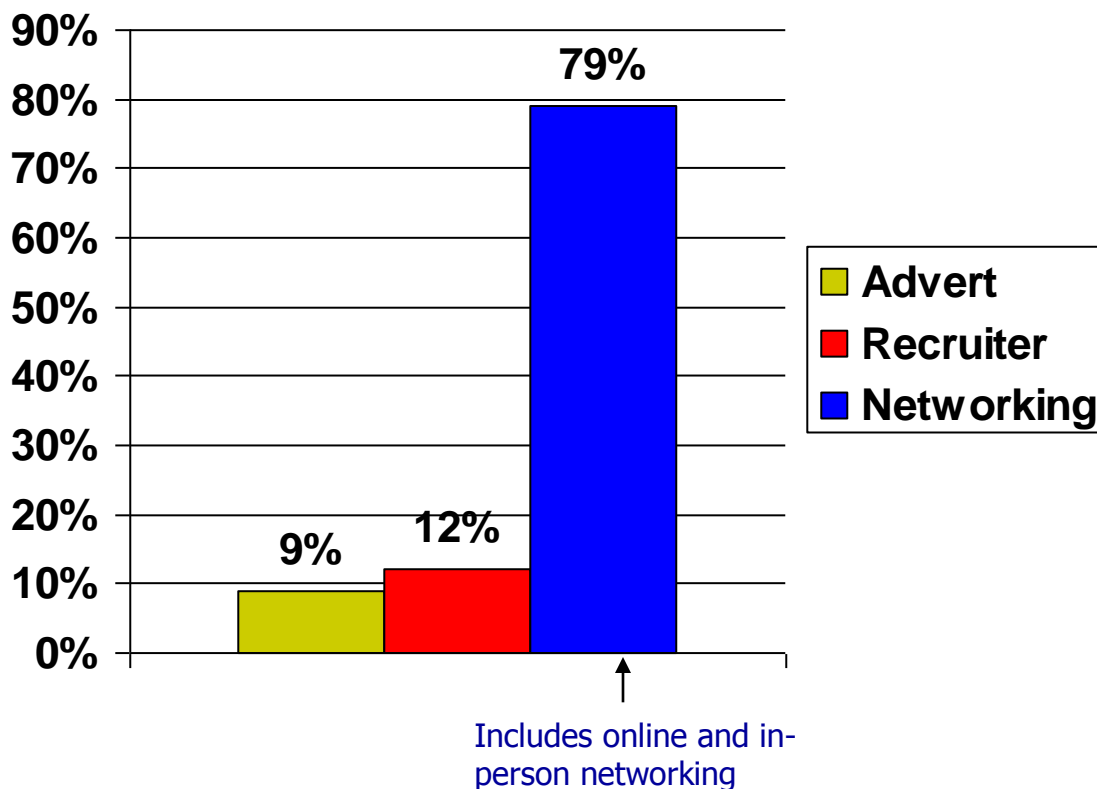


This change in the submission process has drastically altered how resumes must be created.

Where the jobs are now

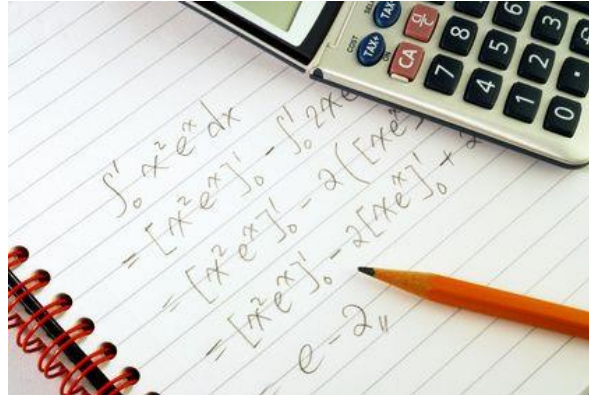
Idling on the couch waiting for a job to land in your lap or perusing the daily Help Wanted Ads is not an effective way to conduct a job search. Today, you need to be a job detective, digging deep and performing research to uncover your next career opportunity.

As you can see from the chart below, **the majority of jobs are found through networking**. (Note: these statistics apply to Canada only.)



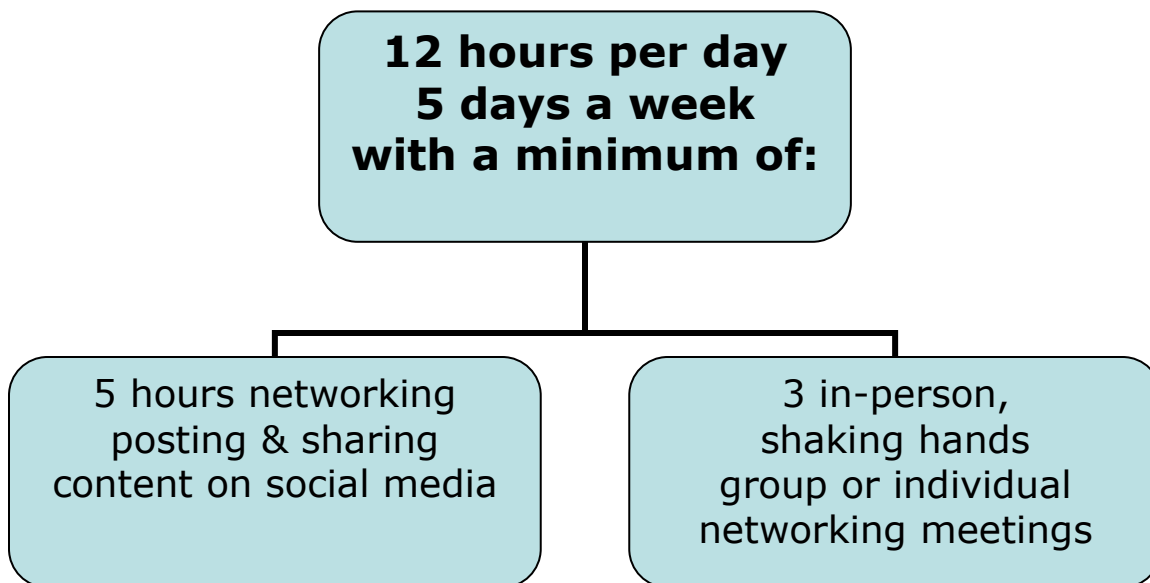
LinkedIn has now become the #1 job resource used by recruiters and hiring decision makers to post jobs, find and pre-screen candidates. They can find YOU even if you are not actively looking for a new job.

The job search formula



As challenging and perhaps overwhelming as this may sound, it is quite doable and successful. I've seen numerous clients instantly reduce their time in career transition once they embraced this formula.

The ideal job search day should look like this:



Why you need an Internet presence

Hiring decision makers are now able to search for candidates anywhere and at any time but only if you have an Internet presence.

➔ **94% of companies*** have incorporated social media into the recruitment process.

➔ **79% of recruiters*** have hired a candidate through LinkedIn.

(*Source: 2014 Jobvite Social Recruiting Survey)

Your competition is using the Internet to find jobs; shouldn't you?

➔ **43%** of job seekers have used their mobile ←
device to engage in job-seeking activity

(Source: 2014 Jobvite Job Seeker Nation Study)

Build your presence using the 4 main active social media platforms:



Active engagement on these key social media platforms allows you to quickly, and at no cost, create a highly visible and influential online presence, validating your credentials and positioning yourself as a credible expert in your chosen field.



Part 1 – Your Profile

Just “being” on LinkedIn doesn’t mean you have a strong and compelling profile. Enhance your LinkedIn presence by doing the following:

- Add a business appropriate **Profile Picture**. (Did you know you attract 14x more profile views when you add a picture?)

- Create an original **Professional Headline** in 120 characters or less; don’t accept the default wording. For example: *Award Winning Sales Executive Pursuing Opportunities in B2B & Channel Sales* tells the reader precisely what you’re looking for in a mere 75 characters.

- Customize your **LinkedIn url**. It’s easy and takes less than 30 seconds. Log in and follow the instructions under Profile, Edit OR visit my website for the blog entitled [Have you customized your linkedin url](#).

- Write a compelling **Summary** section in 2,000 characters or less describing who you are, your value-add (what is so special about you), your area(s) of expertise, and your career goals. This is the most-often read section yet many people fail to invest the time in crafting a resonating story.

- Replicate the content of your resume (minus confidential information) into all applicable **Profile Sections** (including: Experience, Education, Courses, Publications, Projects, Affiliations, etc...).

- Include **at least one email and phone number** in both the Contact and Advice for Contacting sections of your profile.
- Peruse your connections to request and obtain a minimum of 3 **Recommendations** for each position.
- **Post content** on your profile at least 3 times weekly.
- **Join Groups**, introduce yourself and participate in group discussions.
- **Follow** target **companies** you wish to work for.
- **Upload additional career-related information** such as a video, image, document, or presentation.

Bottom line: complete as many sections as appropriate with the goal of attaining an “All-Star” profile rating, as determined by LinkedIn.

Part 2 – Network Using LinkedIn

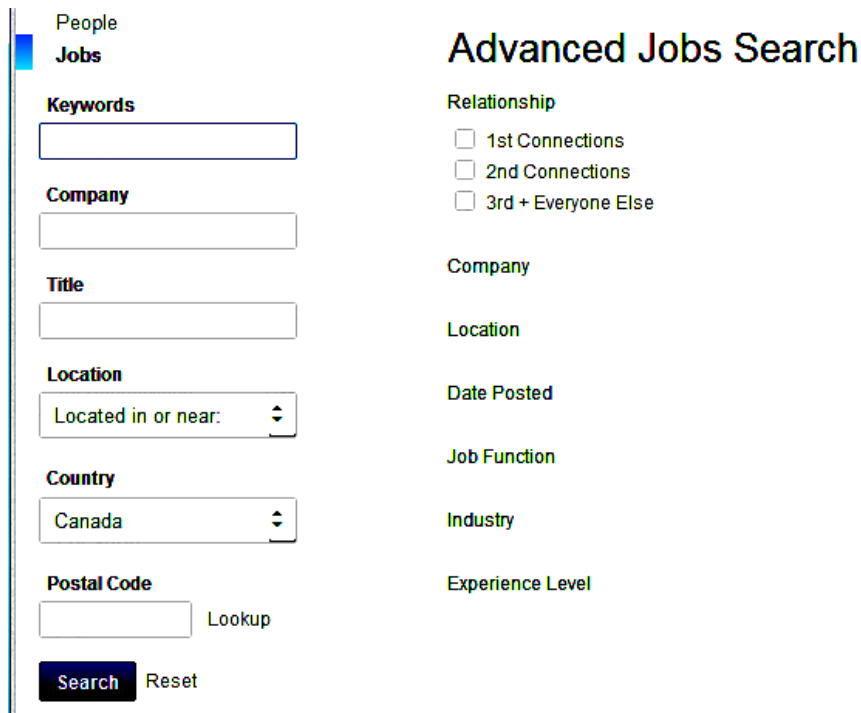
LinkedIn is an invaluable resource for connecting with:

- Current and former employees at target employers.
- Industry peers, former colleagues, alumni, and so many other potential career influencers.

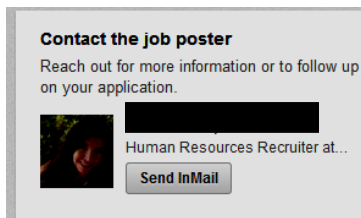
When extending a connection request, NEVER use the default wording auto-generated by LinkedIn. Always send a customized invitation request outlining the purpose for connecting as well as offering reciprocal assistance.

Part 3 – Conducting a LinkedIn Job Search

Use the Advanced Search feature to narrow your job search query by employer, job title, or keywords.



The screenshot shows the LinkedIn 'Advanced Jobs Search' interface. On the left, there is a sidebar with 'People' and 'Jobs' tabs, with 'Jobs' selected. Below the tabs are several search filters: 'Keywords' (text input), 'Company' (text input), 'Title' (text input), 'Location' (dropdown menu with 'Located in or near:' selected), 'Country' (dropdown menu with 'Canada' selected), and 'Postal Code' (text input with a 'Lookup' button). At the bottom of the sidebar are 'Search' and 'Reset' buttons. On the right, the 'Advanced Jobs Search' title is followed by several filter categories: 'Relationship' (with radio buttons for '1st Connections', '2nd Connections', and '3rd + Everyone Else'), 'Company', 'Location', 'Date Posted', 'Job Function', 'Industry', and 'Experience Level'.



Click on the profile of the person who posted the advertised job. This elevates your chances they, in turn, will also review your profile.

Address your cover letter to the person who posted the advertised job or use LinkedIn to search for an appropriate individual who might be the hiring manager, your future boss, or your future boss's boss.

AVOID sending a cover letter addressed to "Dear Sir or Madam", "To Whom It May Concern", or "Dear Hiring Manager".

How to build your Internet presence using:

You may be shocked to learn 76%* of social job seekers in 2013 found their current position using Facebook. (*Source: 2014 Jobvite Job Seeker Nation Study.)

What you post to Facebook has a significant impact on your job search and career management. Future employers are likely to review your Facebook content as part of the pre or post-interview due diligence process. Avoid the following mistakes, courtesy of www.theundercoverrecruiter.com.



Alternatively, maintaining a professional image on your Facebook profile at all times will create an immediate and lasting positive impact, especially when a future employer is trying to determine your candidacy and cultural fit with the organization. Share career-related information, network with career influencers and always maintain a positive first impression.

My advice: Think before you post!

Hmmm.... If I share this will it benefit or damage my reputation?

Identify your target companies then follow them on Facebook to stay informed when job openings are posted.



How to build your Internet presence using:

Tweet your way to a job.

Just like Facebook, employers use Twitter to pre-screen candidates, typically post-interview. It is also used to contact applicants, generate employee referrals, and post jobs as well as showcasing the employer's brand.

Again, it is imperative to always maintain a professional image.

Tweet or retweet information showcasing your field of expertise or industry knowledge. Just like LinkedIn and Facebook, the goal is to elevate your credibility and boost your overall Google ranking to surpass your competition.

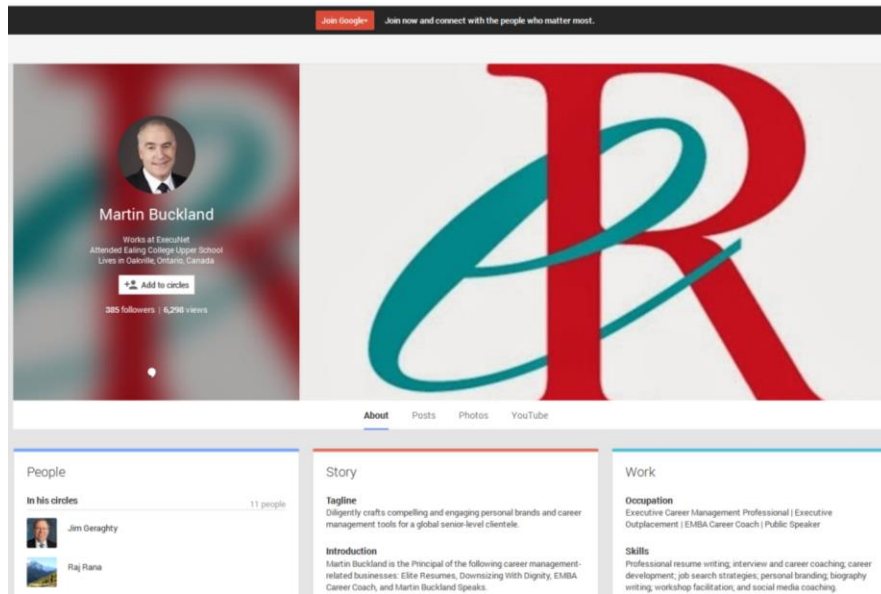
Using Twitter to job search is easy. Start by entering a hashtag (#) followed by any number of keywords or key word combinations. For example, you could enter: #jobs, #salesjobs, or #Torontosalesjobs.



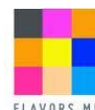
How to build your Internet presence using:

While LinkedIn, Facebook and Twitter are the top 3 active social media sites, Google+ is quickly advancing.

At a minimum, create a Google+ profile to boost your overall Google ranking.



Other more static social sites to consider include:



The additional social media platforms listed above provide a further opportunity to expand your online presence. A future employer is likely to Google you; wouldn't it be wonderful to have your name completely fill page one of their search!

“Digital dirt” strategies

Digital dirt is anything negative or unflattering posted about you – and sometimes by you – online. Not only should you Google yourself, but you should also Google your references before a future employer does.

It is wise to regularly review your privacy settings on all your social media profiles to control who can find your personal profile and view your posts. LinkedIn has the additional feature of letting you adjust activity broadcast settings, allowing you to control who – if anyone – is notified when you update your profile.

If you uncover digital dirt about yourself, there are several things you can try and do. First, attempt to delete the negative content be it a picture, wording or video.

If you cannot delete the digital dirt, the next strategy is to bury it beyond page one of the search results. To accomplish this involves an intense posting schedule that includes: a) social media activity; b) regular blogs posts on your own site; and c) guest posts on related sites that have a high level of authority in your industry.

Essentially, whatever you post online should be pertinent to you and communicated positively and professionally.

When you uncover digital dirt pertaining to a reference, it would be advisable to align yourself with a new reference who also portrays a positive and professional online image.

Creating a resume of today:

It's a new resume world. **A resume of today is:**

- **A marketing tool** promoting your personal brand.
- **Keyword rich.**
- **Scannable.**
- **Filled with career achievements;** not cluttered with job duties.
- **Includes your LinkedIn url** and may also include your Skype, Facebook, Twitter, and Google+ addresses.

Objective statement versus Personal Branding

An old school objective statement instantly dates your resume. A new age resume starts with a compelling personal brand statement written in 13, 15, 17, 19, or 21 words.

The concept of personal branding centres upon marketing yourself as a product. What is so special about you that would compel a hiring influencer to pick up the phone? What differentiates you from the competition? What is your unique promise of value?



Here's a sample 15 word personal brand statement:

Entices more customers to buy more product, more often, for more money, propelling brand reputation.



Isn't that far more exciting to read than the 'Help Me - I need a job' impression emitted by most objective statements?

Creating a resume of today:...continued

Projective

This is a term I invented; I consider it to be a blending of the old objective statement with a personal profile paragraph.

It is a strong opening four to six line paragraph consisting of descriptive action words to highlight your qualities, describe what you are renowned for, your leadership strengths and communication style.

Start the paragraph with a seductive ONE WORD that best describes you. Past clients have chosen words including: *Indomitable, Visionary, Brilliance, Innovative, Charismatic, Pragmatic* and *Courageous*....just to name a few.

Here's a sample projective:

Charismatic, results-driven senior sales hunter renowned for consistently outperforming the competition. Engaging, collaborative and respected leader, gains employee trust, sets clear expectations, provides a stimulating environment, coaches the team to consistently deliver and succeed. Visionary, steers change, understands key business drivers, works with all parties to uncover and deliver solutions. Confident, articulate and authoritative communicator and corporate ambassador, encourages open dialogue, extracts the unique value proposition to conclude win-win negotiations.

A well written projective statement screams:



Creating a resume of today:...continued

Keywords

The digital world has altered how resumes are filtered. Many companies now use software called Applicant Tracking System (ATS) that enables the electronic handling of resumes sent via email and posted online. The initial purpose of ATS is to reduce the number of resumes for review by HR using keywords. **Without keywords, your resume is TOAST!!**

What ARE keywords? Keywords and key phrases typically describe hard skills gained through experience and education. It's not difficult to uncover appropriate keywords. Review the job posting, industry associations, peruse the National Occupation Code website, conduct a Google search, utilize www.tagcrowd.com, or download one of my other e-books entitled ***Do You Know Your Keywords?***

Sample **keywords** for a Sales role: **B2B/B2C/B2G Sales, Territory Management, Account Management, Brand Management, Channel Sales, Competitive or SWOT Analysis, Prospecting, and Profit Margin.**

Once you've compiled a list of keywords relevant to your target job and employer, display your keyword competencies in the upper third of page one of your resume listing a maximum of 18 keywords / key phrases. Further enhance your keyword strength by incorporating keywords and key phrases throughout your career accomplishment statements.



...unlock the door to resume success!

Creating a resume of today:...continued

Scannability

Strategically placed keywords are just one part of the ATS equation. The other crucial aspect to successfully passing an electronic scan is how you format the document.

You MUST use a format that is scannable to ensure 100% of your resume content is accurately parsed by the software.

Review this chart of Word processing features when designing an ATS friendly resume.

Feature	Include	Avoid
Bold & Caps	X	
Bullets	X	
Borders and Lines	X	
Keyboard symbols (ie. asterisk, dash, hash tag)	X	
Columns		X
Accent Marks (ie. résumé)		X
Shading		X
Underlines		X
Graphics, Logos, Charts and Graphs		X
Header &/or Footer		X

Creating a resume of today:...continued

STAR stories versus job duties

Studies show the average time spent on an initial first review of a resume can be as little as 5 seconds up to a maximum of 30 seconds. That's it!! Only when the initial review sparks a reader's interest, will they peruse more of the resume. This is where the difference between enticing (versus boring) the reader is critical.

A decision maker won't waste their time reading a resume filled job duties or responsibilities. They want to know, as quickly and succinctly as possible, if you meet the requirements to successfully fill the role. In brief 2 or 3 line bulleted statements, engage the reader in the value you brought each employer. I like to refer to this approach as telling a story, a STAR story.

STAR stands for:



Situation **T**ask **A**ction **R**esult

Start each achievement bullet with an action verb, then share with the reader what you did, how you did it and use metrics to quantify the result.

(TIP: DOWNLOAD MY FREE RESUME ACTION VERB BOOK FOR 2,000+ ACTION VERBS.)

Example of a compelling STAR story:

- Doubled the client base, pushing sales quota by 110% in year one, 120% in year two and projected to reach 150% in year three for the largest territory in Canada.

Creating a resume of today:...continued

Documenting work history, education and other sections

Work history should be listed in reverse chronological order, starting with your most recent position. Emphasize your job title, not the employer, and show years of employment only.

ABC Manufacturing, Toronto, ON
SALES MANAGER

2011 – present

Describe the LEGACY or personal impact you made in your last 2 employers.

ABC Manufacturing, Toronto, ON
SALES MANAGER

2011 – present

- Made a notable contribution to propelling sales and forging new revenue streams to exceed quota by >120% for 3 consecutive years.

Follow the legacy statement with impactful accomplishment statements under each role and employer (Refer to STAR stories, page 18). Note if the statement should be written in past tense or current tense. All statements pertaining to prior roles must be written in past tense.

Past tense: Project managed a \$5 million plant expansion, completing the renovation 6 weeks early and 10% under budget.

Current tense: Leading a \$5 million plant expansion, on target for Q1 2015 completion with a potential 10% budget savings.



A final thought about job search, resumes and the digital world

By now you've gained some insight into the massive impact technology has played in altering how to find jobs, how to apply for jobs, and how to create a captivating resume to satisfy both the computer and the human reader.

I'd like to close by sharing some additional facts to further enhance your knowledge of digital job search trends. Only with understanding will you succeed in obtaining your ideal job in a digital world.

- ★ Top 3 areas employers plan to focus their recruitment efforts: social networks, referrals and corporate career site.
- ★ 95% of recruiters use LinkedIn to search for and contact candidates and of those, 93% keep tabs on potential candidates via LinkedIn.
- ★ 1 out of 7 people who are referred get hired while only 1 out of 100 people who are not referred get hired.
 - ★ The average job search lasts 18 weeks but is longer without a strong resume.
- ★ Average time recruiters spend looking at a resume: 5 to 7 seconds.
- ★ 96% of organizations conduct some form of background check.

In closing, consider this quote from filmmaker George Lucas:

"Everyone seems to think that digital technology devoids the medium of content, but that is not true at all. If anything, it broadens the content."

Be bold, use technology to broaden YOUR job search strategy and manage your career.



About the Author:

Martin Buckland is an Executive Career Management Professional holding 20+ certifications including: Certified Professional Resume Writer, Certified Social Media Career Strategist, Personal Branding Strategist, Job & Career Transition Coach, Employment Interview Professional, and Job Search Trainer.

(Data on this page found at: Jobvite Social Recruiting Survey Results 2014; www.theundercoverrecruiter.com.)