



# Nicholson McFadden group

## ●●● GENERAL TIPS FOR JOB SEEKERS ●●●

1. Throughout your search, always maintain your *professionalism*. Remember – you leave a personal impression with every interaction.
2. Craft a *detailed search plan* and be sure to include an aggressive, but realistic timeline.
3. Be *strategic, organized, and disciplined* in your search.
4. Identify *multiple strategies for identifying potential job opportunities* – too many job seekers are disappointed when they depend on job boards alone.
5. Contact search firms to *become a part of their network*, but don't rely on recruiters as your "silver bullet" to finding the perfect career opportunity.
6. *Create a lead list* of people to contact. Include previous colleagues, professional associates, friends, and personal networking contacts to identify potential job opportunities.
7. *Grow your lead list exponentially* – ask each contact on your primary list for 2 additional leads; reach out to the secondary contacts and ask for two leads once again. Ask open ended questions and listen carefully; take detailed notes, and always follow-up immediately on the best opportunities.
8. Document communication with your contacts (phone numbers/email addresses, dates of communication, additional leads, and any follow-up required). After a reasonable period of time, reconnect with your best contacts to find out if any new opportunities have surfaced.
9. Craft a *concise resume* (ideally 2 pages or less) that highlights *measurable achievements*.
10. After learning of a specific job opening, *do your homework*. Seek to learn as much as you can about the particular role or business opportunity. The more you know, the better you'll be able to draw out the linkage between your talents and experience the role the employer is trying to fill.
11. When sending a resume directly to employers, use a cover letter to describe the connection between your background and the specific opportunity at hand.
12. Don't make the mistake of being too broad in presenting your credentials. It's critical for you to explain how your unique background and experiences address the company's particular needs.
13. At the end of your search, be sure to follow-up with each individual you contacted – thank them for their assistance and let them know where you landed.
14. Save your contact list – it's an invaluable networking resource.
15. Last, but of critical importance, be optimistic. No matter how frustrated you may be, always be upbeat and enthusiastic.