

# Landing Posted Positions

## First, please don't do this ...

Don't immediately click 'Apply.' ... then, complete the form ... then attach your r sum  ... then you wait, and wait, and wait, and... It's far more effective to follow the advice below for much better results:

## A. Do Your Homework with Care

Be an A+ candidate! Devote an additional 15-20 minutes. It might result securing your next career gig. Start by going to the employer's website and clicking these tabs:

- About Us – Check out their services, products, and markets. Learn how big they are: annual sales or number of employees. Find out whether they are local, national, or global. Review their vision, mission, and values. If still interested, make a list: what you like, questions you have.
- Online – Look for recent news about financial reports and special announcements. Is their growth up, down or sideways? What are their future plans? Are there new executives that recently joined (who wants to make changes in their departments)?
- Career or Jobs – look for the job you found online. Check out their benefits and training.
- Then **Google**. Type in the employer's name to search 'Web and News' for more information.
- Print most relevant info & put in a folder with employer name. Handy for r sum s & interviews.
- Beware: If the job posting you find does not identify the employer, type keywords from posting in Google, and see if the employer name pops up. If not, then drop it. It might be a scam!

## B. Customize Each R sum  ... Always!

Based on your homework, hook employers by customizing each r sum  for each job and employer. It might be another 15+ minutes of extra work per r sum  ... but worth it when you get the interviews.

- Copy keywords from the job posting that are true of you. Use them in your r sum .
- Connect what you do and like best with what the employer seems to need most for your r sum .
- R sum s that show results, get results. Highlight your accomplishments up front of your r sum  that are most relevant to the employer and job.
- If you saw news or special announcements related to your experience, use it in your cover letter.

## C. Seek Personal Referrals ... Here's where the Power is!

Ask contacts you know and those you meet. Keep a current list of employers with jobs and names of key employees. One recent study revealed that if job seekers had a personal referral into any company, the odds of them getting hired was 42 times greater than those with no referral. Network daily for BEST results.

- Ask appropriately and politely "do you know who is or was at (name of employer)?"
- Search **LinkedIn** and **Facebook** for employers and names of key employees.
- Follow up with referrals with phone calls using names of referring people. Remember, it is the personal referral that makes headway and draws you closer.
- Your goal is to find the hiring manager for the job in which you are interested. When you all-of-a-sudden find them, you will be ready with your customized r sum .

By the time you make the right connections in the employer's organization, you might be asked to submit your r sum  through their website job posting. **Now's the BEST time to click 'Apply'** because now someone on the inside is looking for you. You have the "inside track!"