

Advanced Strategic Job Search Strategies

Job search can seem easy until clients discover there is a limited number of jobs in their field or that their resume isn't receiving responses.

As this is a basic-intermediate course, we will start by covering basic job search methods and advance into more strategic methods.

Note: The most effective job search is usually when clients use a mix of 3-4 job search strategies at the same time.

Basic Job Search Methods

Basic job search methods often involve **reactive approaches**, where clients will look for posted jobs, either advertised openings in-store, online on company websites or on job boards

Methods include:

- Online Job Boards (Indeed, LinkedIn, Monster)
- Company Websites (Career Pages, Company Updates)
- Recruitment Agencies (Industry-specific, short-term, temp)
- Social Media (following company pages, joining groups)
- Networking with Existing Contacts (past colleagues, referrals)
- Job Fairs and Career Events (multiple employers in one place)
- Signing Up for Job Alerts and Email Subscriptions (Industry Newsletters)

Limitations of Basic Methods:

- High Competition: Many people apply for the same jobs (employed & unemployed); challenging to stand out.
- Reliance on Posted Jobs: Job seekers only have access to roles actively advertised; missing out on "hidden" opportunities.
- One-Way Communication: no opportunities to demonstrate personal qualities and create rapport with potential employers.

Strategic Job Search Methods

Strategic job search uses a **proactive approach** focusing on uncovering the hidden job market and creating opportunities, allowing for a more purposeful and strategic job search.

Benefits of Strategic Methods:

- Access to Unadvertised Jobs (Hidden Job Market)
- Reduced Competition & Enhanced Visibility: Clients build reputation and gain visibility, making it more likely they'll be considered for future openings.
- Building Long-Term Career Relationships: Strategic methods allow clients to foster relationships that can lead to mentorship, guidance, and job referrals over time.

Methods include:

1. Cold Outreach

Proactively reaching out to companies of interest to express interest in the field and inquire about potential opportunities.

- Use the yellowpages.ca website, make a list of companies in areas the client wants to work in
- Before cold calling the companies to inquire about job openings, clients should conduct research on the website.
- Coach clients on timing for cold calling, phone techniques and prepare for possible objections.
- Meet directly with employers by walking into the store or office

2. Informational Interviews

Informational interviews allow clients to speak with professionals about their career paths, roles, and industry knowledge. Unlike traditional interviews, these meetings are focused on learning and building relationships, not securing a job directly.

Clients gain a clearer understanding of the realities of a particular role, industry trends, and necessary skills, helping them refine their job search strategy and career goals.

Clients can reach out via LinkedIn or email with a short, polite message, explaining their interest in learning more about the professional's role and industry. They should prepare a list of questions that show genuine curiosity and sort the list of questions to be posed according to importance.

Benefits of Informational Interviews:

- They offer a unique, insider view into the day-to-day realities of the industry, which can help clients align their job search with industry needs.
- Speaking with employees provides clients with insights into the company's work environment and values, helping them determine if the company is a good fit.
- Informational interviews add valuable contacts to a client's professional network, increasing the likelihood of future job leads, mentorship, or referrals.

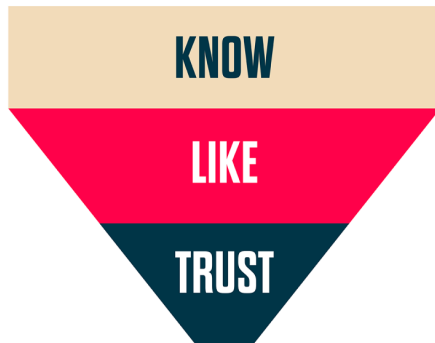
3. Networking and Relationship-Building

Building connections within the industry the client is in or wants to work in. By engaging with contacts directly, clients can create new opportunities and access to unadvertised job openings.

Identifying professionals in their target industry, such as mentors, alumni from their school, or individuals in roles they aspire to. LinkedIn and industry-specific events are valuable tools for finding these connections.

Effective Networking Techniques:

- Networking events provide a natural setting for introductions and gives clients a chance to make a memorable impression.
- After meeting someone, clients should follow up with a brief thank-you message or LinkedIn connection request, mentioning the event or shared experience.
- Regular follow-ups to share relevant articles or congratulating them on achievements—can help maintain the relationship over time.



Building a network using the **Know-Like-Trust** principle:

- The first stage, **knowing you**, is all about creating visibility around who you are and what you do
- The second stage, **liking you**, is all about building a personal connection with potential clients.
- Finally, the third stage, **trusting you**, is the most important. Building trust is the foundation of any successful business relationship.

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