



## **Seven Things To Do To Get Ready For Your Job Search**

*If your goal is to get a new job in the new year, here are seven things you need to do to prepare yourself for your job search.*

1. Update your resume. While ideally your resume is customized for a specific job, having an up-to-date resume targeted for a specific “type” of position is the next best thing. So if you’ve taken on additional responsibilities in your current job, or you’ve changed your job target, or you’ve added new training or educational credentials, now is the time to [talk with your resume writer](#) about updating your resume. (And if you don’t have a resume at all, now is definitely the time to put one together! A professional resume writer can help!)
2. Develop — or update — your LinkedIn profile. A LinkedIn profile doesn’t replace the resume ... it complements it. Someone looking for a candidate with your skills and experience might conduct a search on LinkedIn and find your profile. Or, someone in your network might be interested in recommending you, and forward your LinkedIn profile URL. So make sure you have a LinkedIn profile — and make sure that it’s updated.

3. Know what you're worth: conduct salary research. One of the most often-cited reasons to consider a job search is to increase your salary. But how do you know what you're worth? There is more salary research data available than ever before on the web. "Google" can find just about anything with a few key word searches. Just make sure you are comparing 'apples with apples, so to speak re country or origin, relative to your career aspirations.

4. Build your network. It's estimated that 40-80 percent of jobs are found through networking. (Note: refers more so to private sector opportunities.)

Networking effectiveness is not just about quality — although that's important. It's also about quantity. It's not just about who you know. It's about who your contacts know. Many times, it's the friend-of-a-friend who can help you land your dream job. Grow your network both professionally and personally. You never know who will be the one to introduce you to your next job opportunity.

5. Manage your online reputation. More and more hiring managers are checking you out online before they interview you. What will they find when they type your name into Google? How about if they check out your Twitter profile? Or find you on Facebook? Now is the time to conduct a social media assessment and clean up your online profiles.

6. Define your ideal job. “If you don’t know where you’re going, any road will get you there.” That line, from Alice in Wonderland, is important to remember in your job search. If you don’t know what your dream job looks like, how will you know how to find it?

What job title and responsibilities are you interested in? Do you want to work independently, as part of a team, or both? Do you like short-term projects or long-term projects? Who would you report to? Who would report to you? Answering these questions can help you define your ideal position. (Maybe a little bit of coaching to get some brainstorming and clarity happening, might be worth a thought!)

7. Create a target list of companies you’d like to work for. Like your ideal job, you probably have a preference for the type of organization you want as your employer. Things to consider include: company size, industry, culture, location, and structure (public, private, family-owned, franchise, nonprofit, etc.). Once you’ve made your list, look for companies that fit your criteria.

We hope you have found this information of assistance.

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