

PRIVATE NOTES OF A RECRUITER: Insider Tips For Job Search

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Do you want to
advance in your
career?





SEVEN TIPS TO HELP ESCALATE YOUR CAREER GROWTH

1. DIFFERENTIATE YOURSELF

Your personal brand is the key to differentiating yourself when you want to advance in your career.



ACK RECORD

Your brand is your individual track record of success, including your accomplishments and their impact on past employers.



2. POSITION YOURSELF TO BE APPROACHED BY EXECUTIVE RECRUITERS



Their job is to present the best talent in the market, who have the experience, credentials, skills, and stability required by Hiring Authorities.



Connect online and make yourself visible on the most common resources recruiters utilize. The time to develop a relationship with a recruiter who specializes in your profession or industry is before you need their services.

Identify and join the Professional or Trade Associations who represent your profession.

Another way to gain visibility with recruiters is to contact Publications that are read by people in your profession or industry.





There is tremendous competition for top talent in today's job market.

3. NETWORK AND MARKET YOURSELF DIRECTLY TO HIRING AUTHORITIES

According to LinkedIn, over 80% of job seekers identify their next opportunity through networking efforts.





The second most successful method is to directly market yourself to prospective employers.

Your networking targets should include:

Past
employers

Past co-
workers

Past clients,
customers, or
vendors

Members of
Professional
Associations

Family,
friends, and
neighbors

Service or
Civic Clubs

Religious
organizations

Business
networking
events

Job clubs

Alumni
associations

Get your resume or CV in the hands of people who normally do not receive resumes and CVs.



4. IMPROVE YOUR ONLINE PRESENCE AND LINKEDIN PROFILE

According to a July 22, 2020, article by **Small Business News**, “90% of employers consider an applicant’s social media activity during the hiring process.”



They review your online presence for the following reasons:



According to ***The Manifest*** 2020 Recruitment Survey

98% of HR Professionals perform background research about potential new hires.

90% of employers find social media important when they evaluate candidates and

79% of HR Professionals have denied a job to a candidate due to inappropriate content on social media.

Next let's discuss LinkedIn, which is the social media site most often utilized by recruiters. LinkedIn has over 722 million members and is the primary social network for professionals to connect, share, and learn.

Hiring authorities strategically read and review LinkedIn Profiles, which should read like a mini sales presentation versus restating facts included on your resume or CV.

They will review your endorsements and recommendations and determine if they have common connections who could provide them with additional information.



5. HANDLE UNCONSCIOUS BIAS OR EMOTION

"Unconscious biases have a critical and problematic effect on our judgement," says Francesca Gino, a professor at Harvard Business School.



But there are steps you can take as a job seeker to avoid unconscious bias or emotion.



Today there is a
strong effort to hire
diverse
candidates.



6. IDENTIFY THE RIGHT MENTOR OR COACH

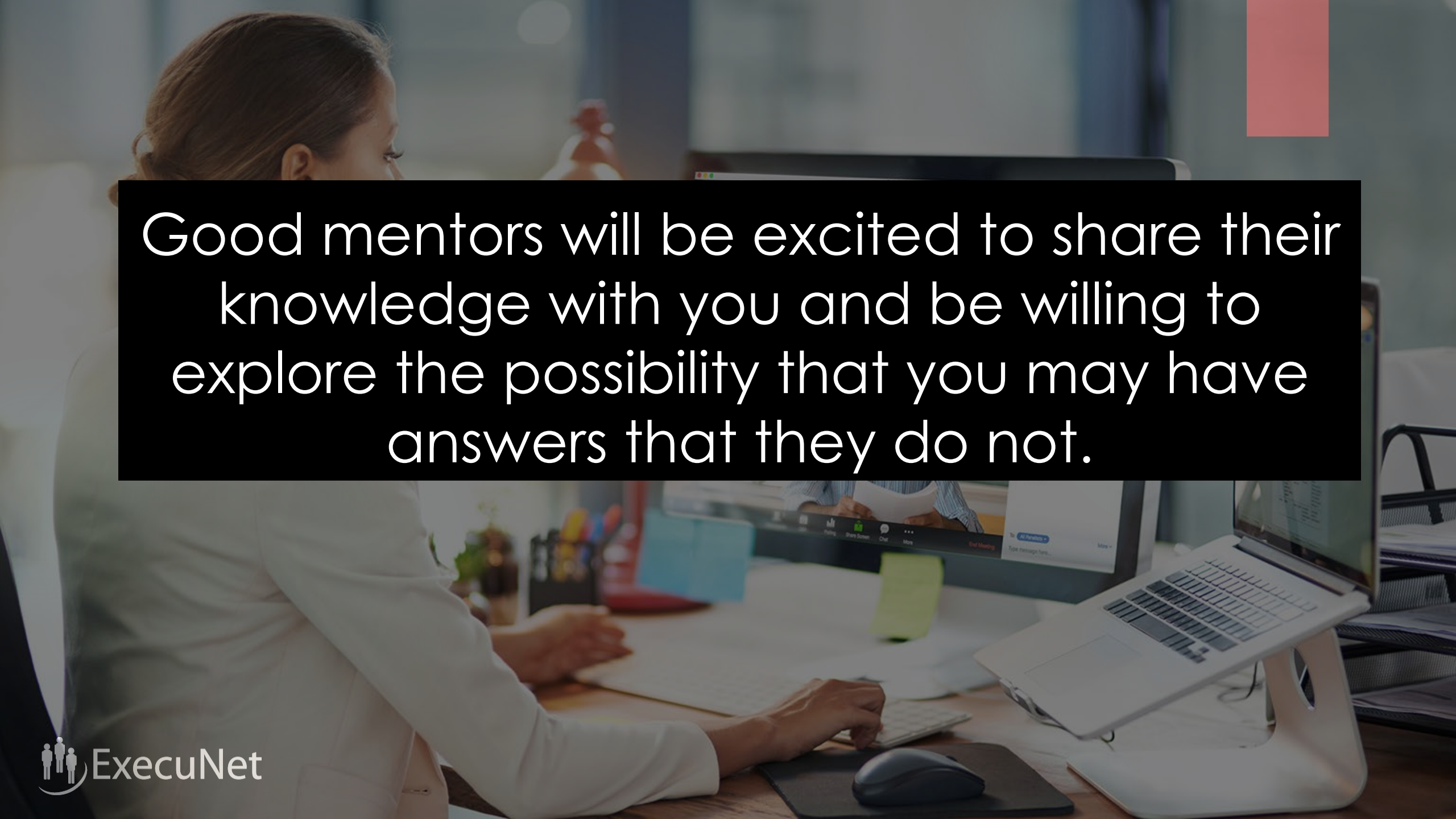
A mentor or coach is an important element of professional and personal development.



The person you select should be enthusiastic, a good fit for you, respectful and respected as an expert in your field.

When you are determining if a person is a good fit for you, identify a mentor that helps you create a strategy that fits your needs, talents, skills, and desires and pushes you toward a better version of you vs. trying to clone themselves.



A woman with dark hair tied back, wearing a white blazer, is seated at a wooden desk in an office. She is looking at a large computer monitor. On the desk, there is a laptop on a silver stand, a mouse on a black pad, and various office supplies like a pen holder and sticky notes. The background is slightly blurred, showing office shelves and a window. A semi-transparent black box with white text is overlaid on the image.

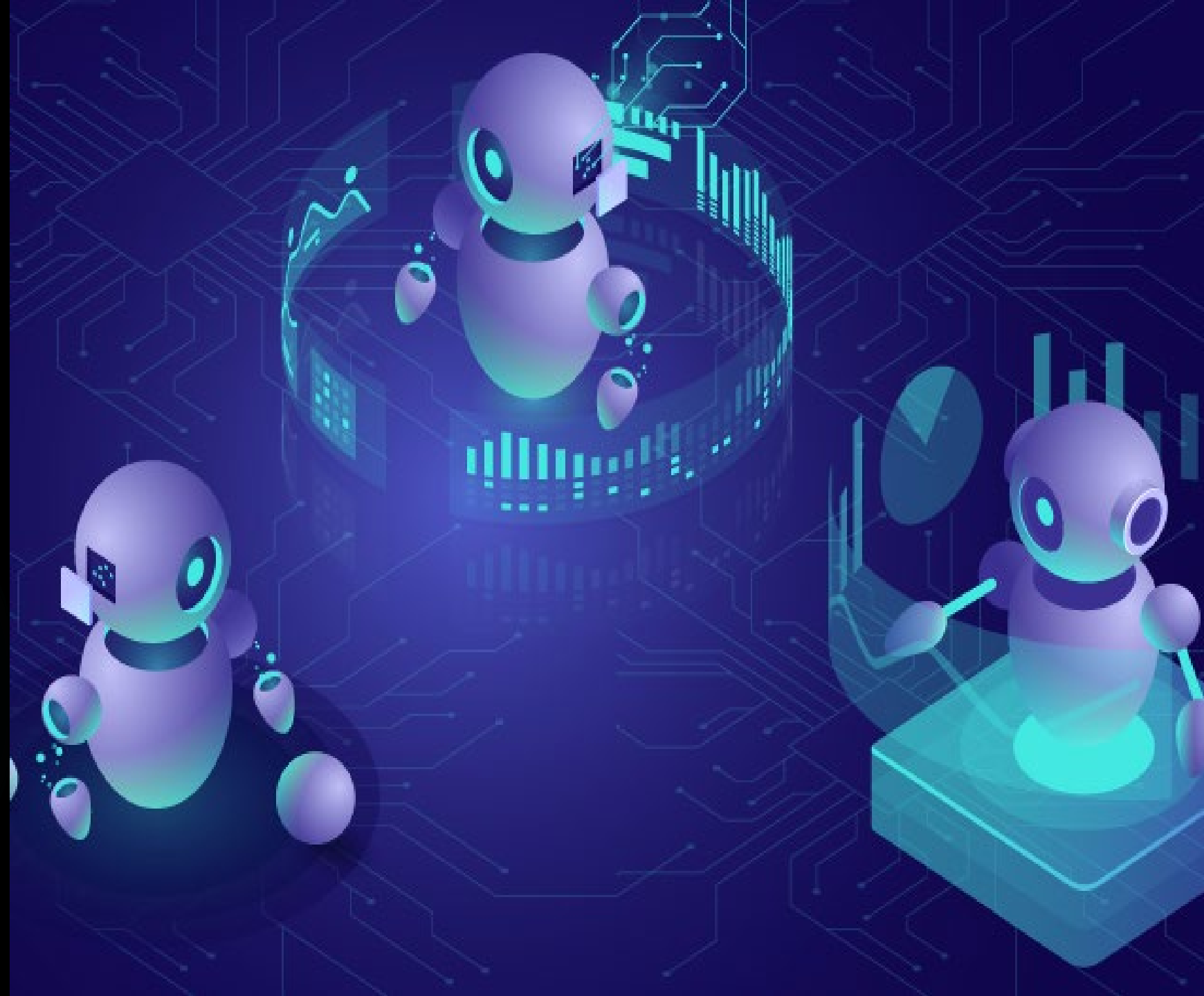
Good mentors will be excited to share their knowledge with you and be willing to explore the possibility that you may have answers that they do not.

7. NEGOTIATE A BETTER COMP PACKAGE WITH THE HELP OF THE SALARY BAN LAWS

Salary Ban Laws have been passed in 17 states and in over 15 municipalities. They impact what an employer is allowed, or not allowed, to ask you about your last salary.



Requesting job applicants' salary histories has been a pretty common practice for employers over the years.



Businesses have also used previous salary information to calculate new hire compensation - a process that can perpetuate pay disparity between women and men.



HOW TO HANDLE SALARY NEGOTIATIONS

Most employers will not ask about your past compensation but rather will ask the salary you are seeking. Whenever possible, ask what range the opportunity is paying.





When you differentiate yourself with your brand, position yourself to be sought out by recruiters, network and market yourself directly, improve your online presence, handle unconscious bias, and work with the best mentor or coach, you will negotiate a better compensation package and you will advance in your career.

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