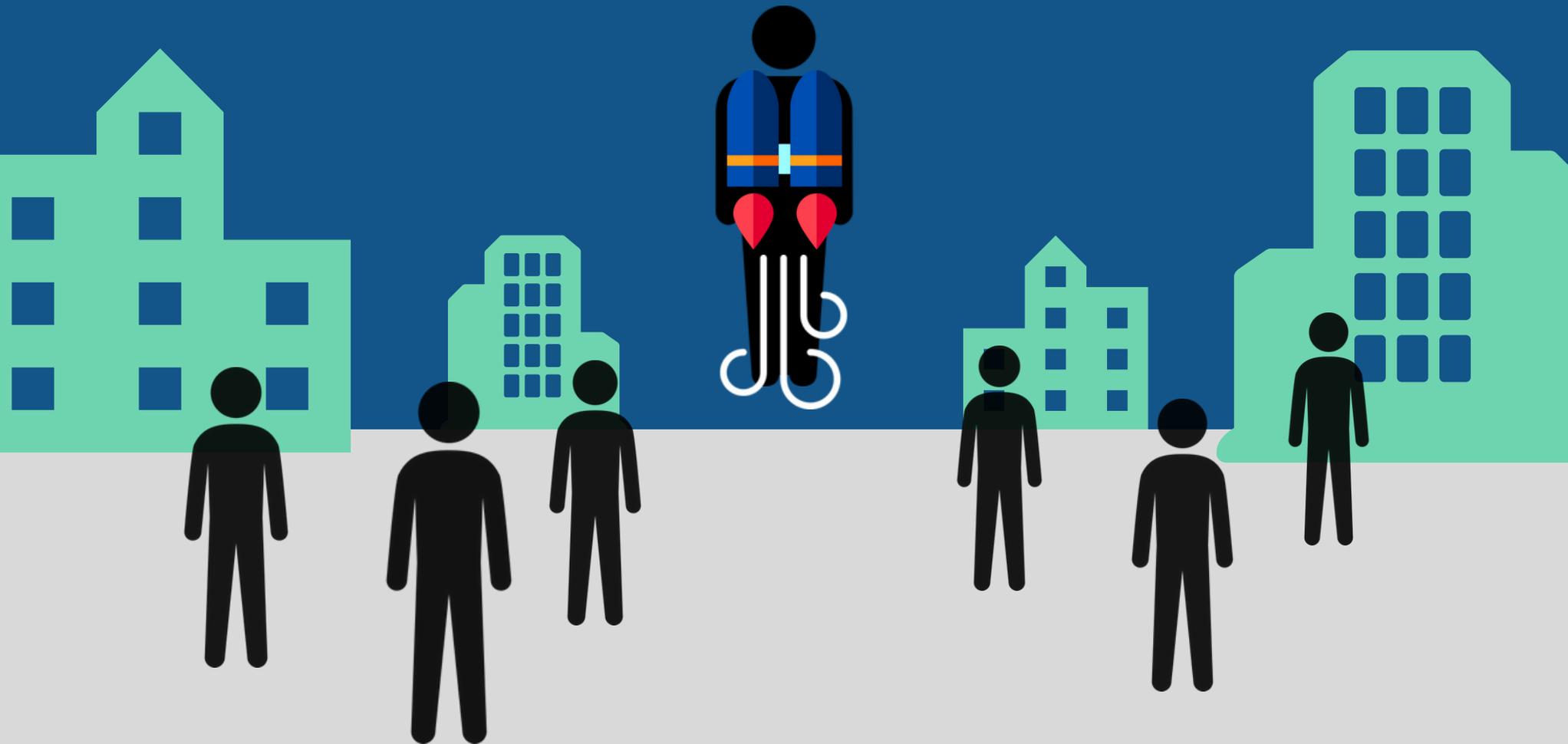




Tactics & Resources to Elevate Your Job Search



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How The Job Search Changed

Remember when job hunting used to mean manually searching through the classified ads in the newspaper?

No? Yeah, me neither.

But do you remember when sites like Monster.com and CareerBuilder were leaders in the modern job search, and applying through online job boards actually worked?

I definitely remember that- **but those days are long gone.**

In order to be successful job searching in 2016, you've got to be a lot more strategic than the simple click-and-send method of distributing resumes.



Even in just the last 10 years, the game has changed dramatically. For example, job-searching is much less personal than it used to be.

Between the large numbers of job applicants and the numerous companies that have been forced to cut labor costs and pile more work onto fewer employees, hiring managers just don't have time to learn or care about you as a person – **at least not until they know more about what you have to offer.**

Here are 3 big reasons why the job search ain't what is used to be:





Applicant Tracking Systems

Recruiters are spending less and less time actually reading resumes, and more and more time reviewing data sorted and spit out by Applicant Tracking Systems (or ATS).

Because of this, it is now crucial that your resume not only meets the requirements set in the job listing, but also that it is designed and built in such a way that it passes through the ATS.

Funny thing, though– there are hundreds of systems, and they’re ALL different.

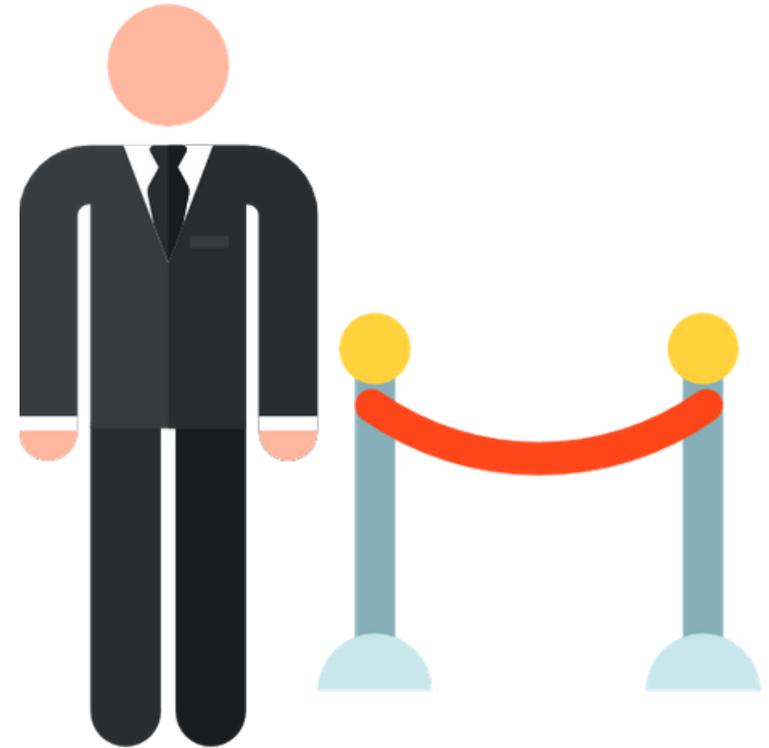
Employers can program the ATS to dissect resumes and populate database fields to then search for specific keywords and keyword phrases in work history, education, etc. If your resume doesn't contain enough of the right keywords, it will never make it in front of a real human being.

Not only that, but there are also minor formatting issues that may kick a resume out as well, such as:

- Using incorrect headings
- Listing dates of employment incorrectly
- Adding text boxes

And you can never really know if your resume will make the cut.

The best thing you can do is make sure your resume is built according to “best practices” and contains keywords, skills, etc., that are listed in the job posting or description



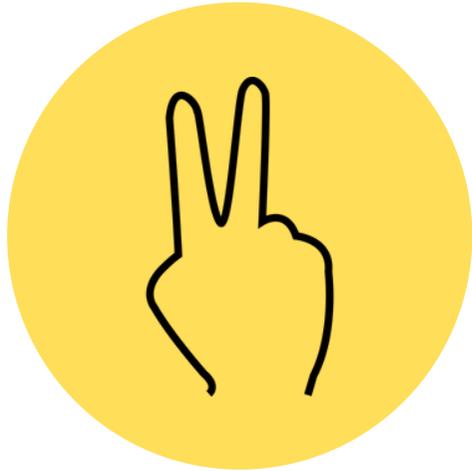
Applicant Tracking Systems have effectively changed all functions of the job search. I'm confident that someday in the not-too-distant future, employers will realize how poorly these systems are actually serving them in the long run, and changes will be made.

Until then, we have to learn to live with them and use them to our advantage if we're going to be successful.

Applying online can still work, but your resume has to make the cut.

**DO NOT
solely rely on the online application to get you an interview.**

While applying online may be a good first step, be sure to utilize networking, social media, personal connections, etc. to help gain the most exposure.



Online Networking

Networking has always been a big part of job searching, and that is true now more than ever.

The internet has opened up a whole new realm of possibilities when it comes to networking, and if you're not a part of it, you're missing out.

It's commonly accepted that at least **80%** of today's jobs are landed through networking rather than blind applications.

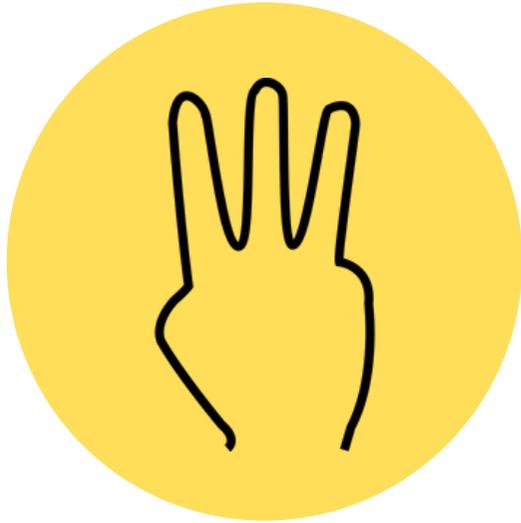
If you don't want to be out there competing for a mere 20% of available jobs, then you need to make sure you are putting yourself out there, making connections, and building relationships with people in your industry.

LinkedIn is the most popular form of professional networking in today's job search. According to the 2014 Jobvite Job Seeker Nation Study, **94%** of recruiters are actively using LinkedIn, while only **36%** of job seekers are taking advantage.

Understanding this fact opens up a great deal of opportunity for job seekers to maximize their own potential by utilizing every resource available to them.

But the difficulty with LinkedIn is that many users have no clue how LinkedIn populates search results, or how to use their profile to get the maximum value out of it – no matter what “level” profile they have.

Since LinkedIn plays a huge role in today's job search, I highly recommend that anyone who doesn't understand how to use LinkedIn (or get the most out of it)- find help from someone who does,



The Deterioration of Interview Etiquette

Where do I even begin?

Interview etiquette and professionalism in general has been deteriorating for years, and I'm not sure there's an end in sight.

All I can do is try to fight the good fight by getting information out there to people like you.

From the employer side, **we are seeing much less follow up from them** after applications have been submitted and/or interviews have been given. It used to be that employers would always reach out to you after an interview, whether the answer was a Yes or a No.

But now, you will likely only hear from the employer after the interview if they want to move forward with the hiring process.

And if you haven't had an interview yet, forget about it! You're lucky if you receive an automated stock email thanking you for your submission.

So, there's a lot on the employer's side of things that could be better. There is, however, a lot of improvement that needs to happen on the side of the applicant as well.

**Job applicants are getting lazy, and it
DOES NOT pay to be lazy during your job search!**

If you really want to be successful, you gotta get out there and hustle! The follow up has to happen on your end, ESPECIALLY since we've already established that the employer isn't likely to be the one to do it.

You can't just send your resume out into the wild and hope for the best. Employers like to see a little bit of drive in an applicant, and they're a lot more apt to show a greater interest in you if you follow up – as long as you do it the correct way.

If you have to do a little digging in order to find the contact information for the hiring manager...grab a shovel! (metaphorically, of course)

Just remember to always be polite and never pushy. The truth is that you can only do so much. If you find that you've followed up several times and can't seem to get any further, then it may be time to back off.

You'll either hear from them or you won't, and your time may be better spent pursuing newer or more promising leads at that point.



Following up after an interview is just as important as doing so after sending a resume or application. Just because you got your foot in the door and landed an interview doesn't mean your work is done.

Sending a Thank You letter and making a follow up call to inquire about your status is a must! These actions let the employer know that you are really serious about the job, and you will go above and beyond to get it.

Again – always be polite, and never pushy!

Final Thoughts

There is a lot more strategy and nuance to the job search than there used to be. In order to be a candidate who stands out from the crowd, **you will need to really go all out in every area of your job search!** Put in the time, but also be strategic, and don't just rely on online applications.

Social Media and Your Job Search



In today's competitive job market, your online presence is equally as important as your resume, cover letter, and even your interview skills!

As a modern job search candidate, understand that you **are** your online profile. You must take great care to ensure all aspects of your online image are a professional representation of yourself.

In Susan P. Joyce's, *Guide to Social Media and Job Search*, she states:

"Social media has become a fast and cheap 'background check' that is often done before inviting a job applicant in for an interview."

Ms. Joyce goes on to say, "In your use of social media, employers and recruiters can see or have an indication of:

- How well you communicate (your spelling, punctuation, and grammar as well as your ability to clearly communicate ideas).
- Your work history and education.
- Your industry knowledge.
- Your use of alcohol.
- Your use of illegal substances.
- Your use of profanity.
- How you spend your non-work time."

The recruiters in my network all agree that they use social media regularly as part of their candidate search- and the number one platform they use? **LinkedIn.**

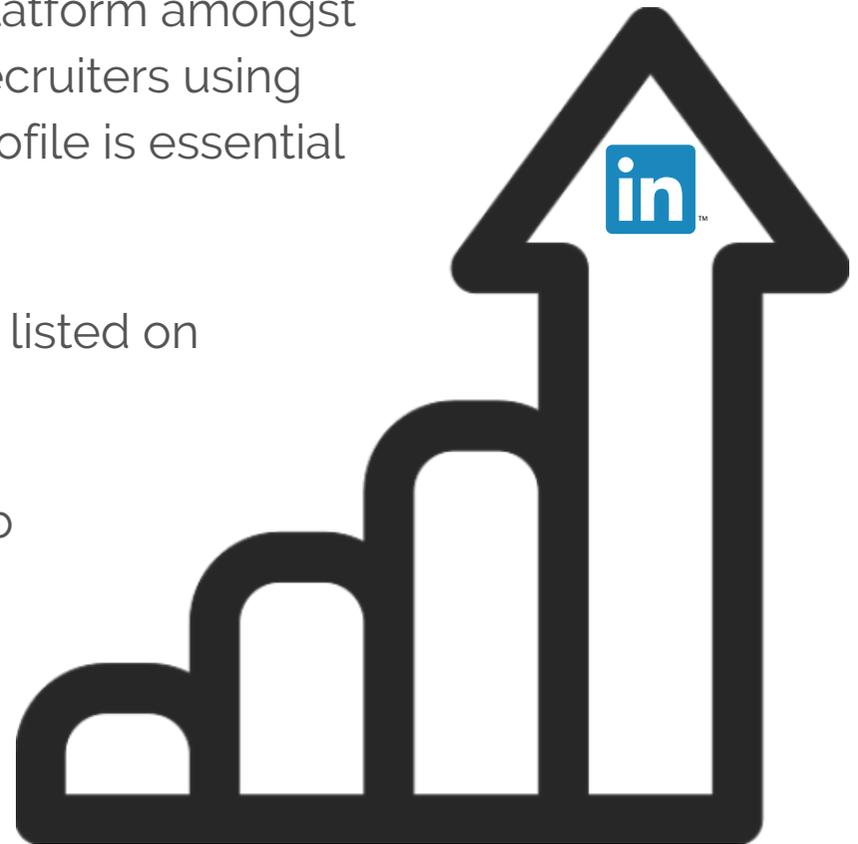
According to LinkedIn, there are over 600 million users worldwide. 260 million of those users log in each month- which is a **68% increase** from 2016!

With LinkedIn being the top social media platform amongst Fortune 500 companies, and over 90% of recruiters using the network, it's safe to say that having a profile is essential in today's job search market.

Over 15 million open positions are currently listed on LinkedIn.

More than 122 million people have had a job interview because of their profile.

Make sure your profile is something you want people see.





There are other social media platforms that can be helpful in your job search as well. Facebook is another big one.

Allison Doyle of The Balance Careers says:

"Many employers will place job advertisements on Facebook...However, **the greatest value of Facebook is the opportunity to solicit the assistance of your contacts** with your job search. Ask if your contacts are aware of any jobs related to your interests and also request that your friends provide referrals to any people whom they know in your field for advice and information relevant to your job transition."

Instagram is a relative new-comer and almost a surprise in terms of its popularity with employers and job-seekers.

Ms. Doyle states that, "Instagram is a great way to see inside a company to demonstrate later how you'd be a good fit."

For example, you can follow a company that you are interested in, see inside their company culture through post activity, and become more visible to them through post interaction.

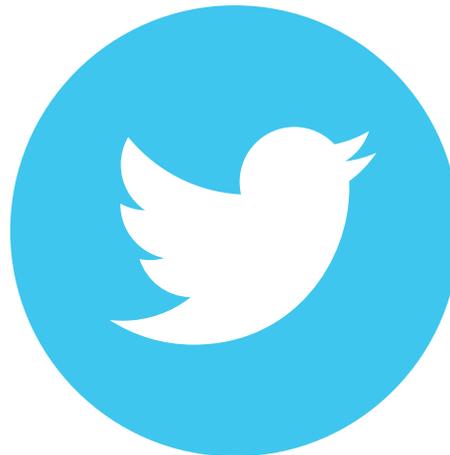
Instagram is also useful for you to be able to post creative project work, establish and solidify a personal brand, and to show off your overall tech-savvy.



Twitter is another platform to help you stay up-to-date and be involved with companies you are interested in.

And, like the others, its also a great tool for creating and maintaining your personal brand, communication skills, etc.

Unlike the other platforms, however, Twitter is not as complete of a representation of you, so don't expect to get hired based solely on this profile- you'll need to link to something with more depth, like your LinkedIn profile.



YouTube is a great place to find informational videos on all things job search related. I have several videos available- you can take a look and subscribe [here](#).

Pinterest is another place you can find information on job searching. This is a very visual platform and you can categorize your findings for later use.



Final Thoughts

In today's job search market, social media is as valuable a tool as your resume, cover letter, and interview preparation. People will try to find you- what they find is up to you!

For even more depth on social media, check out [45 Things To Do On Social Media To Find Jobs](#).

Job Searching v. Dating: Are they really that different?



You anxiously re-check your email.

It's been 3 hours since you first hit 'Send', and you still haven't gotten a response.

Nervous energy builds as you contemplate the possibilities.

You try to suppress the thoughts telling you, "this one...really could be the one."

You wait...and wait...and wait for a response.

Finally, it comes – that little 'RE:' of hope in your inbox.

Your heart thumps in your chest as you open the message and begin to read.

Quick: was that passage about a job search or an online dating encounter?

Comparing the 2 may seem a bit far-fetched, but considering the myriad of different technologies that have been infused into both processes – they really do look a lot alike.

If you think about it, the beginning is exactly the same in the job search scene as it is in the dating scene.

It all starts with an online search.

In the beginning, most people are just looking to see what's out there and compare options. The idea is not to spend too much time on any one prospect, but instead just to get ourselves out there.

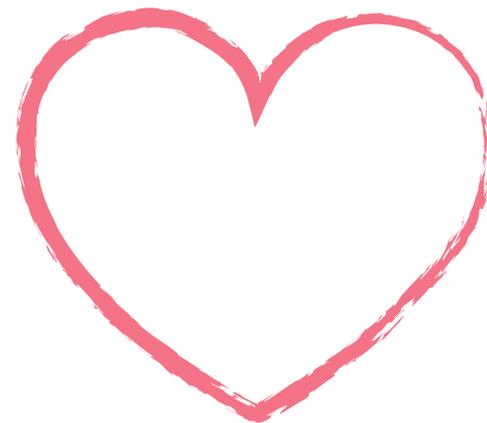
Once we find a few options we might be interested in – that's when the game really begins.

The Dating Scene

In the initial stages, when there's only potential interest, we swipe left- or up or diagonally...I'll be honest, I can't keep up- but we don't put much effort into it.

We go through about a bajillion different options, approving or disapproving each one while only half paying attention.

At this stage, even if we're genuinely interested and 'swipe' on someone (is that even close the right terminology?), we reserve any real investment until they 'swipe back'.



The Job Search Scene

In the initial stages, when there's only potential interest, we just click 'Submit' with no real follow-up. We may not even include a cover letter – even though we always should!

Usually, we are just 'shotgunning' our resume out there hoping to hit something of substance.

In both situations, we know these tactics probably won't produce any results, but who knows.

So, what happens if we think there might be a match?



Dating Scene

When there's legitimate potential for a match, usually we'll send 'stock response' message including an expression of interest, and initial information about the things we're into and what we're looking for.

Job Search Scene

When there's legitimate potential for a match, we send a well-crafted professional resume and a targeted cover letter. And let's be real – these totally serve as the 'expression of interest', and the 'things we're into and looking for' of the job search scene.

In both cases, we're investing a little bit more energy, without being too vulnerable.

Our options are still wide open, and we can walk away at any time, without issue.

But we're also hopeful. We're starting to imagine the real potential in this new, exciting opportunity.

Once we've established an initial connection, we seek more details.

Dating Scene

This stage usually includes in-app messages, texts, or emails (or – GASP – phone calls!) further detailing what we are seeking from the relationship while demonstrating the value we have to offer.

We're also feeling out the situation, trying to learn more about the personality of the other person and whether or not to move forward.

(And often, we're just trying to figure out if the person on the other end really is who they say they are, or if they're just trying to scam you. Sad, but true.)

Job Search Scene

This is the stage that we might complete a screening survey or schedule a phone interview. Like the corresponding stage in the Dating Scene, we're further detailing what we are seeking and demonstrating our value, while also trying to assess whether the job offers the things we need and want.

(And again, we're often trying to judge whether the reality of opportunity matches what's being presented.)

If all the above stages go well, then we move on to the first meeting.

Dating Scene

Ahh, the first date – awkward for (almost) everyone.

Nervously trying to present the best version of ourselves without coming across as disingenuous. Trying to talk enough, but not too much. Trying to reveal enough about ourselves to let them get to know us, but not enough to send them running. (Or is that just me?)

Basically, we're trying to showcase all the best parts and hide all the worst.

At the same time, we're also trying to learn more about the other person, to see if we have things in common and assess whether or not it feels like a good fit.

Job Search Scene

Ahh, the first interview – awkward for (almost) everyone.

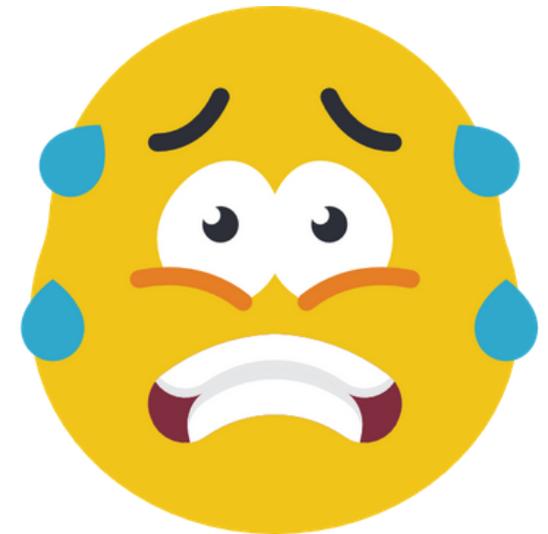
Nervously trying to present the best version of ourselves without coming across as disingenuous. Trying to talk enough, but not too much. Trying to reveal enough about ourselves to let them get to know us, but not enough to send them running.

We're basically trying to showcase all the best parts and hide all the worst.

I think you get the point...they're both similarly awkward.

Beyond these stages, the resemblances becomes less pronounced.

But knowing that all these similarities exist, I thought it might be helpful to look at some advice that works for both dating and the job search.



Advice That Works for Both Dating & the Job Search

Be Yourself (Mostly) – Everyone has their own quirks and idiosyncrasies that may be best if not revealed right away (or at all, especially in the workplace!). But being inauthentic doesn't usually lead to happiness. Find a balance.

Clean Up Your Social Media – If you're searching for a serious mate or a serious job, your social media presence will definitely come into play at some point. Decide how you want to present yourself, and make sure your social media matches that.

Be Proactive – In both scenes, it's all about getting out there and being an active participant in your life. Don't assume happiness will find you.

Ask Questions – It is equally important that your qualifications be met as it is that you meet the qualifications of the other person and/or job. This often doesn't occur to us, especially job seekers, but it's true! The more you know, the better – in both scenes.

Tell Stories – Humans have long used storytelling to explain life, human behavior, and the unknown. Short anecdotes (a talent from your childhood, the first concert you ever attended, a recent project you completed) can be a great way to establish more about your personality and/or skills.

Follow Up – If you think there's a potential match, always take the time to follow up. I know there are a lot of unwritten 'rules' in the dating scene how long to wait, but to me that's all nonsense. If it's something you're interested in – in dating or in life – go for it.

Go Big or Go Home – Don't let the idea that someone or something is 'out of your league' stop you from trying. In dating and in the job search, it doesn't hurt to at least try. Every 'No' gets you one step closer to the right 'Yes'.

For an extra boost of confidence, [apply for a strategy call](#) with me today!

Spend Less Time on Your Job Search

The longest it ever took me to complete an online application was **2 hours**.

Full disclosure, it wasn't my application. At the time, I was working in the career services department at a college. I was assisting a soon-to-be graduate with an online application for a well-known pharmacy chain.

I can't remember exactly how many pages we went through before we finally reached the end, but it was more than 30. I remember thinking to myself, "Holy crap, I'm so glad they're paying me to do this right now."

Granted, most online applications don't take 2 hours – but some do. Most average between 30-60 minutes, but that has just been from my own personal experience.

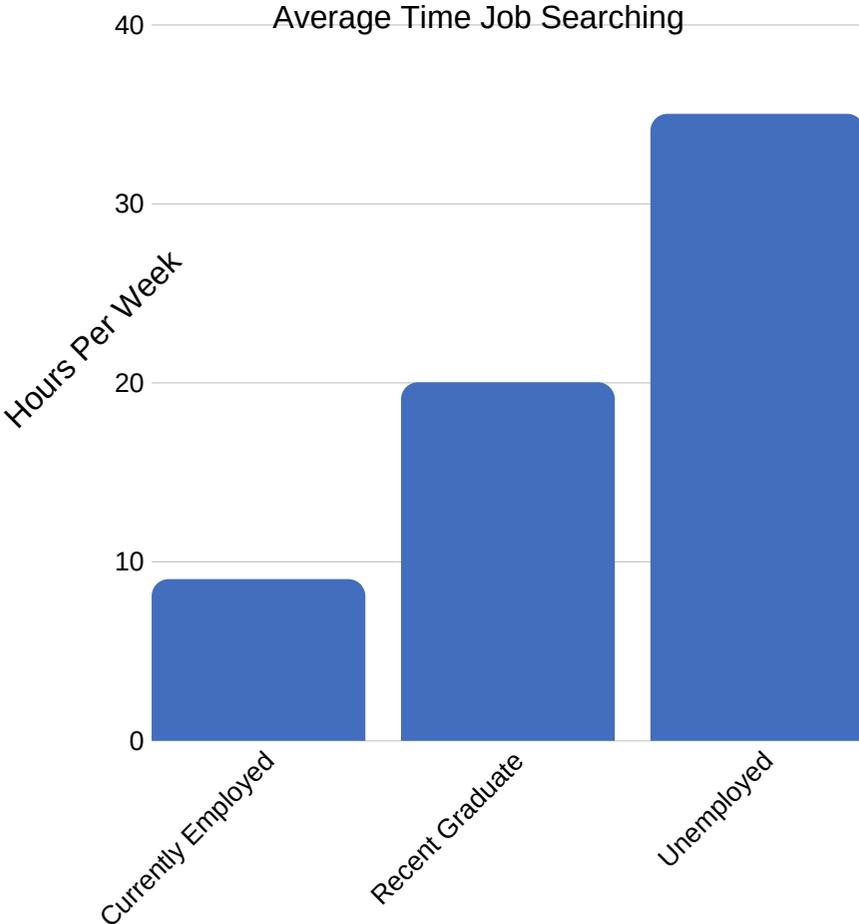


It's getting to the point where searching for a job IS a job – and most serious job seekers can expect to spend a large chunk of time on their job search.

And the problem isn't getting any better.

The entire application process is taking longer than ever. So, the smart job seeker needs to adapt. Utilize every resource available to you, and cultivate resources of your own.

If you're feeling overwhelmed, don't fret! I've put together a list of vital ways that you can better prepare yourself and spend less time on your job search!



Organize

Think about it – most online applications ask you to provide the same general information, right? So work smarter instead of harder!

Create a reference document that includes the entirety of your work and education and career history. Include all accomplishments, important projects, awards and recognitions, promotions, etc.

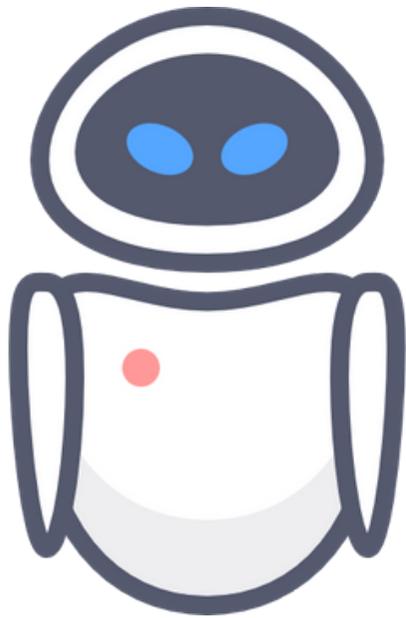
This may take some time in the beginning, but if you continue to update this document as you move through your career, it will be well worth the effort!

Shaving several minutes off of each application will really add up.

Automate

Many online job boards offer helpful services like “Job Alert” emails that will give you daily or weekly updates on new open positions that match your preferences.

Use these alerts to your advantage!



During the early stages of your job search, create your profile, set your search criteria, and sign up for job alert emails.

This will take TONS of time off of your job search, and let you focus on the jobs that interest you most!

When searching Google for jobs, you now also get the option to receive email alerts when new jobs are posted.

Professionalize

Your [LinkedIn profile](#) can be a huge source of leads in your job search. Be sure it's up-to-date and full of keywords, so you know it's working **for** you.

If you're feeling a little lost when it comes to understanding the LinkedIn search algorithm, don't worry! There is a lot to it – more than I know, and I've gone through training!

One thing I can tell you is to make sure your profile is thoroughly completed – the more text you include in each section, the higher you will rank in search results for recruiters and hiring managers.

Get your other social media profiles in order, too. Scour them to get rid of any less-than-professional images or associations. You don't have to censor yourself “Big Brother” style – but you probably shouldn't have any drunk selfies or drug references on any of your pages.

Network

Networking is considered to be the most effective way to find a job, but it's also probably one of the least-liked parts for many job seekers. However, it is a very important skill which needs to be practiced in order to be developed.

Networking can be intimidating, uncomfortable, and awkward.

Putting yourself out there and expending that kind of energy seems exhausting, especially if you don't fully understand or value the return on your investment.

80% of jobs never get posted and are only found through networking. So, if you put the time and effort into it, the return can be incredibly high. **Effective networkers will build relationships that last a lifetime** – or at least a career lifetime! And don't forget to ask for help if and when you need it! Your network of connections can be an incredibly valuable resource.

The Elevator Pitch

Imagine you find yourself face-to-face with the hiring manager for your DREAM JOB.

You have the length of an elevator ride to introduce yourself and convince them to consider you for the position.



Would you be confident and charismatic or would you be at a loss for words?

This is why you need an Elevator Pitch! (This is literally where the phrase gets its name)

The premise of creating this pitch is to have a short, concise speech about you as a professional that will make a lasting impression on the listener.

Your Pitch is an important part of your candidate portfolio, but it's one that often gets overlooked by job seekers. One reason is probably because an Elevator Pitch feels pretty awkward, especially if you don't have a background in sales.

In the US, it can be considered rude and impolite to brag or boast about one's accomplishments or skills.

So the thought of compressing our professional lives down into one 30-second paragraph, that's supposed to make someone want to hire us, can be pretty unnatural and uncomfortable.

This is why you don't want to craft your elevator pitch like your resume. Your resume is a factual document that should showcase your skills and accomplishments in "third person" language, and would sound unusual as a pitch in American culture.

The use of the “professional voice” is another tool that works very well on your resume, but not so much in your elevator pitch. Your resume is a document that is most often read silently, and not usually vocalized.

Because it is a document, and not a conversation, the “professional voice” is appropriate and quite effective on your resume, but not in your pitch.

For example, the “Professional Profile” from my resume looks something like this:

Knowledgeable and accomplished professional with several years’ experience in the Career Services field and a history of success creating professional, eye-catching, and effective resumes for adults in specialized career fields.

Strong Skills and Experience With:

Sales and Marketing | Accounting and Finance | Entrepreneurs | Newly Relocated |
Career Transitions | Returning to Workforce | Service Industry | Engineering | Students
| Educators | Band Directors | Musicians

Your elevator pitch, on the other hand, is a face-to-face conversation with someone, so it needs to feel and sound much more casual and natural.

The most effective way I have found to craft an elevator pitch is to focus more on what my passions are, as they relate to my current (or intended) career.

Most employers know that if an employee is truly passionate about what they do, they will also work hard in order to be great at it.

Showing your passion for your craft is a great way to convey your value within your field.



As an example, this might be my elevator pitch:

“My passion in life is helping others. I have a background in education, and I have always loved watching someone “get” a new concept or learn a new skill. I spent a lot of time early on in my career trying to figure out what I wanted to “do when I grow up.” This meant a fair amount of job hopping and career transitions – but that is exactly what led me to finding the career I love today. Sharing new knowledge with my clients that will help them be successful in furthering their careers – and that will continue to help them as they move into the future – is hugely rewarding to me, and it makes me happy every day.”

Did you notice the difference between what is written on my resume and what I would say to someone in a face-to-face conversation? If not, go back, read them again, and try to find the relationships and how I reworded them.

That’s the same way you should approach your elevator pitch!

Finding Remote Work

And the 4 Types of Remote Workers

Ever wish you had office views like these on a regular basis?



Working remotely could give you that opportunity.

Remote work is a rapidly growing career phenomenon that is undeniably changing the landscape of the job market. And it doesn't seem to be a passing fad.

A recent report by U.S. market research firm Gallup determined that 43% of American employees worked remotely at some point in 2016 – a number that's likely increased since then.

And a study by FlexJobs, a telecommuting research, analytics, and recruitment firm, found **an increase of 115% over 10 years** (2005 – 2015) in American workers who said they telecommuted at least half the time.

And the people who are working remotely are enjoying it. **Like, really enjoying it.**

In fact, **90%** of remote workers plan on working remotely for the rest of their careers, and **94%** encourage others to give remote jobs a shot. Which makes sense, because most of the stats on remote work are super positive.

Remote workers (or flex workers) report lower stress and increased morale, companies who employ remote workers report higher employee retention, and there are even environmental benefits to a higher remote work population.

So what does this all mean for you, and is remote work even a possibility for you?

Well, there are several different types of remote work, so it really depends on what your situation is and what your preferences are.

For instance, freelancers make up a bulk of the remote work segment, with nearly 50% of millennial workers already freelancing. Not to mention, freelancers are projected to become the majority of the U.S. workforce by 2028.

But freelancing isn't the only way to work remotely. 'Flexible jobs' – a term encompassing work-from-home and remote positions – have become a growing trend in corporate companies, as well.

Companies like Amazon, Dell, Humana, and Wells Fargo (along with 96 other top companies) all have incorporated remote work positions into their corporate structure.

With so many new available options for working remotely, it can be hard to know where to start or even what to look for!

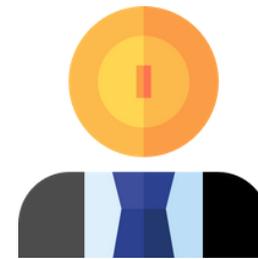
As a remote worker myself (aka 'digital nomad') since July of 2017, I've been fortunate to meet dozens of other professionals who work remotely in some capacity or another, and I've learned quite a bit about it.

If you have questions about what it's like to work remotely, contact me anytime at **Lezlie@resumelezlie.com**.

4 Types of Remote Workers

There are 4 basic types of remote/non-locationally-dependent workers:

- Work-From-Home Employee
- Remote Employee
- Remote Franchisee
- Freelancer/Entrepreneur



Since work-from-home employees and remote employees are similar in many ways, I've grouped them together below.

Work-from-Home vs. Remote Employees

Although 'work-from-home' may seem equivalent to 'remote' – the two differ in a few key ways.

Both work-from-home and remote employees are considered full-fledged employees of the company they work for. They are usually interviewed and hired just like in-office employees and are usually held to the same performance expectations.



Also just like in-office employees, work-from-home and remote employees can receive benefits including health insurance and paid time off.

Companies often require work-from-home and remote employees to work in-office on a regular basis (i.e. once per week, twice per month, etc.).

For many companies, this offers a great compromise between the benefits of having a non-locational employee, and the uncertainty that comes with not having daily supervisory control over the employee.

The major difference between work-from-home jobs and remote jobs is that **work-from-home positions usually require the employee to use a landline and non-mobile internet connection during work hours.**

Remote workers, on the other hand, are not restricted by landline access and non-mobile internet requirements, and are therefor free to choose their locations and travel at will.

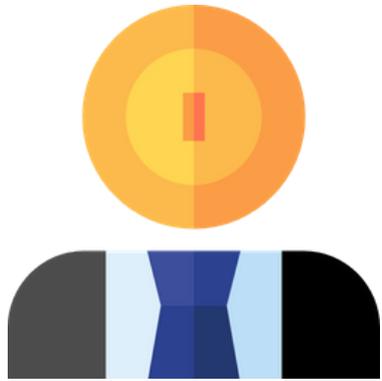
Remote Franchisee

As a remote franchisee, you have many of the freedoms of an entrepreneur without so much of the uncertainty. You're responsible for building your own clientele base (or 'book of business'), creating effective marketing, generating sales, and managing inventory.

But, unlike entrepreneurship, there is at least some level stability since the products you're selling already have brand recognition and they've already been tested out in the marketplace.

Multi-level marketing companies like Mary Kay, Herbalife, Monat, and so many others have made this an incredibly viable option for building a fully remote-based and mostly independent income.





Freelancer / Entrepreneur

Freelancers predicted to become the U.S. workforce majority by 2028, with nearly 50% of millennial workers already freelancing, annual “Freelancing in America” study finds. Freelance workforce growth is accelerating and has outpaced overall U.S. workforce growth by 3x since 2014.

And the great thing is, freelancing can encompass almost anything! I'm a freelance resume writer, so that's 1 option.

You can also be a blogger, a virtual assistant, a photographer, an RV repair specialist, a videographer, a chef/caterer, a gig musician, a branding and marketing guru...you name it! Just about any skill you have can be translated into a freelance gig.

Another popular option for creating remote income is drop shipping. Drop shipping is a supply chain management method in which the retailer does not keep goods in stock but instead transfers the customer orders and shipment details to either the manufacturer, another retailer, or a wholesaler, who then ships the goods directly to the customer.

Final Thoughts

Not sure if your resume stands the test of a remote work transition (or any other challenge)? I offer free resume consultations which include targeted feedback to improve your resume, and a price quote for services- just send your resume to me at Lezlie@resumelezlie.com. or you can submit your resume directly.

You can also [join the Resume Lezlie network](#) to receive up-to-date tips and expert strategies for resumes, LinkedIn, job searching, interview success, and more!

Career Transitions Insights

How To Manage A Career Change With Confidence

I never set out to be an Entrepreneur. I grew up with the idea that you should work hard in school, go to college, find a single career path, and progress to retirement. You know...the traditional American Dream.

Life, however, had different plans.

I started college as a Music Education major, with the goal of becoming a high school Band Director. I was always excited about the idea of helping kids become kind, responsible, intelligent adults.

However, poor decision-making in my early adulthood (we were all young once, right?) led me to struggle through the first several years of college and eventually drop out. After that, I took some time to re-evaluate myself, my situation, and my future.

I started working full-time as a restaurant server and made good money by providing a high level of customer service and “up-selling”. From there, I landed my first ‘corporate’ job as a Customer Service Rep, which I was able to parlay into a position in radio advertising sales.

While I was able to find at least marginal success in all these jobs, I never felt passionate about anything I was doing.

It didn't take long for me to realize that I wanted to get back into a job where I was helping people again.

This was when I began working in **college career services**, with very little knowledge of the industry other than the job description. I spent the next two and half years providing career and resume writing assistance to students and graduates.

And then my campus closed down. And I went into a mild panic.

But with some encouragement from Andy (my partner in life and now in business), I realized that it was possible for me to take my resume writing skills and branch out on my own. Now ResumeLezlie.com is growing, and I owe a lot of my success to a... let's call it non-linear...career path.

I tell you all of this to let you know that I am no stranger to career transitions.

This eBook chapter offers job search and resume tactics I've learned that can help you successfully tackle even the most complex career transition.

If you would like 1-on-1 help with your career change, I offer Career Change Coaching!



Getting Started With Your Career Transition

With the growing number of professionals who seek a career change at some point in life, the topic of career transitions has gained a lot of traction. A big part of the mystery surrounding the modern recruitment process is focused on Applicant Tracking Systems (ATS).

This technology, used by recruiters and hiring managers to scan and sort resumes and determine which ones to pass along for further review, often determines 'best-fit' based on the presence of industry-relevant and position-relevant keywords. Because of this, resume effectiveness is often contingent upon strategic keyword usage.

This eBook chapter offers job search and resume tactics I've learned that can help you successfully tackle even the most complex career transition.

It is incredibly important to have a job target in mind when writing a resume.

If you are unsure about the types of positions you'd like to pursue, an effective starting point is online research. For those who truly have no idea what positions you are interested in and/or qualified for, then I recommend using Google first. You can search things like, 'career transition from [teaching/accounting/marketing/etc.]' to understand the best options for you.

Don't be afraid to go 'down the rabbit hole' a little. Spend time researching to discover off-shoots from your original search. **This is often the best way to find something new that excites you.**

Once you've narrowed it down to an industry, job type, or concentration, you can search online job boards to find open positions that interest you. You don't even have to look in your area – you can look anywhere in the country.

The goal of this exercise is to find positions that you, (a) are interested in, and (b) feel qualified for. This will help to narrow down a focus and will ultimately help to craft a resume that is targeted and effective.

Job posting can be found on internet job boards like: Indeed, ZipRecruiter, LinkedIn, Snag-A-Job, SimplyHired, Monster, CareerBuilder, Glassdoor, and others.

Company websites can also be a great resource for finding available positions. This typically starts by researching something like 'good companies to work for in [city]', or 'companies with the best [whatever it is you're looking for – or you can choose from one of the options populated by Google]'.

From there, you can decide which companies sound right for you, **and visit those companies' websites to find open positions.** Usually, job listings are under a tab labeled 'Careers' (or something similar).

Once you have a good sample (at least 4-5) of job descriptions that match what you're interested in and qualified for, then it's time to prep your resume.

Refocusing Your Resume

Transitional resumes are a bit more complex than many resumes that follow a straight-line career path – but they don't have to be intimidating.

I've learned that even though each person has their own unique qualifications and each resume should be crafted to showcase their distinct value, there are Best Practices for transitional resumes that can help maximize your potential for success.

The most important thing to remember (with any resume, really) is to think of your audience and focus on what is relevant to them. Let me say that again:

Think of your audience and focus on what is relevant to them.

For career transition-ers to do this effectively, it often means thinking of your career history and job functions in a whole new way and analyzing the similarities between your current/post jobs and the new ones you'll be pursuing.

Career transition resumes (as a general rule), should be short and concise.

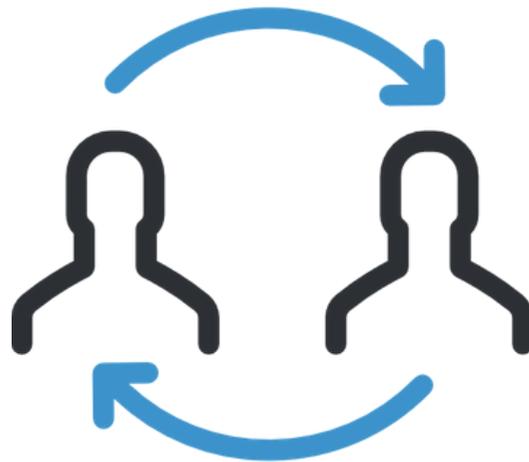
As mentioned above, most professionals managing a career change probably won't have a lot of matching experience to offer, and there's no need to ramble about details that won't matter or make sense in the new industry. So, be especially scrutinizing about the work history details that make it into your new resume.

It's not uncommon to go from two pages down to one, when drafting a transition resume.

Emphasize transferable skills.

This is done by (1) identifying skills used in previous positions that can prove valuable in the new target positions, then (2) rewriting resume job descriptions to clearly demonstrate how those skills relate and add value.

This often requires some outside-the-box thinking and is probably one of the most difficult aspects of writing a transitional resume versus other, straight-line career path resumes. But it is a key part of the process.



Show your potential.

Given that most professionals managing a career change probably won't have a lot of matching experience to offer, it's important to find other ways of demonstrating value to let recruiters know you are a candidate worth exploring.

One way to do this is by showcasing notable career achievements. Even if the work history doesn't match the positions being pursued, **showing a history of consistent achievements is a great way to prove you have the potential to do the same for future employers.**

Another effective tactic is to emphasize versatility, resourcefulness, and/or ability to quickly engage with new concepts in order to achieve business objectives.

Avoid industry-specific 'jargon'.

It's common for those who have been in one industry throughout their career to consider industry-specific 'jargon' as common-knowledge language for everyone. But often this is not the case.

Carefully reviewing your resume from an objective standpoint with that in mind can help you to be more mindful of recognizing the terms specific to only your industry.

You may also benefit from having a trusted friend (ideally a business professional) from another industry review your resume to let you know if the resume contains any terms they are unfamiliar with.

Land & Expand
End-user Perspective
ROI SOW SOP MOM
B2B B2C SEO

Don't be afraid to ask for help.

Seek advice or guidance from a professional in the industry you're looking to get into. Use [LinkedIn](#) to network and connect with people in that industry. You can even try reaching out to ask for an informational interview.

It's also smart to get a professional to review your resume and give you feedback. I offer a [free strategy call](#) which will provide you with targeted resume feedback with suggested improvements and job search insights to help you move forward successfully.

Changing careers can feel intimidating, confusing, and sometimes overwhelming. But I promise they're not as complex as they seem. Once you dial-in your focus on understanding your audience, how best to target them, and how to effectively implement your efforts to meet their needs, it all starts to fall into place.



Job Search Resource Links

These links are current as of 2021

Career Research

- Bureau of Labor
- Careers.org
- Glassdoor
- O*Net Online
- CareerOneStop

Healthcare

- Healthcare Jobsite
- Health eCareers
- Health Jobs Nationwide
- Miracle Workers
- Career Vitals
- MedZilla

General Job Search

- CareerBliss
- CareerBuilder
- CareerCloud
- Indeed
- Job.com
- Jobs.net
- Kelly Services
- Linkedin Jobs
- Live Career
- Monster
- Recruiter.com
- Simply Hired
- SnagAjob
- ZipRecruiter

Freelance

- Behance
- Fiverr
- FlexJobs
- Talent Zoo
- Upwork

Sales

- Sales Gravy
- SalesJobs
- Sales Heads
- Sales Trax
- The Lions

Gov't Jobs

- 50 State Jobs
- Federal Gov't Jobs
- Government Jobs
- Federal Jobs
- US Jobs
- USA Jobs

Technology

- Crunch Board
- Dice
- Stack Overflow
- Tech Careers
- Venture Beat

Finance

eFinancial Careers
Financial Job Bank

Non Profit

Idealist
Nonprofit Jobs
Philanthropy News Digest
The Non Profit Times

Remote Jobs

Remote.io
Remote.co
WeWorkRemotely

Nationwide Career Fairs & Hiring Events

Best Hire Career Fairs
Catalyst Career Group
Choice Career Fairs
Coast to Coast Career Fairs
Diversity Career Group
Hire Live
National Career Fairs
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"Leslie has a unique style that will get you noticed and set your resume apart from the rest. I'm very glad I trusted her, and I would highly recommend her to anyone else. You will get what you paid for and more!"

– Kristen N., Account Manager



"Leslie has been outstanding to work with. The finished product was exceptional...I couldn't be more pleased with the outcome. I would highly recommend her services. You won't be disappointed."

– Daniel R., Senior-Level Retail Manager