



**Your future employer is just one click away!**

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It's human nature sometimes not to ask for something if you didn't write it down and didn't necessarily understand what the person trying to help you meant or said.

Sometimes we are just too scared to ask for help or we're just too proud.

Job hunting is a hard process. It is particularly hard when there is high unemployment and low job openings. On the flip side you tend to get a skills shortage to fill roles when there is low unemployment.

There is a lot of material out there that you can access for free. There's a lot of people out there who will charge you money to tell you exactly what the free documents tell you. They might dress it up in a different way, however, fundamentally it's the same core message.

Get the basics right and the rest will follow.

So what ways can you help yourself to give your future employer the right information when they make that click?

# Where will your future employer look?

The world is a small place. Access to you and information about you is at our finger tips. One click can really make a difference.



**Ask yourself this one question:** If you were the employer and you accessed information about yourself, would the information available make you want to hire you?

If we're honest, the answer would probably be no. It doesn't have to be this way. What you need to do is treat job hunting like your actual job. Fail to plan, plan to fail.

# What can you do to be ready for that one click?



## CV:

Make sure your CV flows. What you need to do is sell yourself. Your objective is to get that job. Documentation is available on the website to help you - [CV Writing | Solstaruk | Kenilworth](#)

Have two CVs.

One plain text for online applications. We don't know that an ATS (Applicant Tracking System) is sitting behind the application and will be filtering your CV. So we have to try and remove the obstacle and match key words from the job description and have them in your CV and cover letter if applicable.

One stand out CV. You should use this to post a few days before an interview so it is ready for when you get there or are attending a video or phone interview. Make sure you send enough, so find out how many people will be interviewing you. If you have a face to face interview you can take this with you to hand out to the people at the beginning. Ask the question if the company uses ATS if you make a connection or have to send an email. You can attach it in the mail or attach it in a message on LinkedIn.

Do not copy word for word your CV into your LinkedIn profile. They should not be the same.

# What can you do to be ready for that one click?



## LinkedIn Profile:

Virtually all future employers will look at your LinkedIn profile.

So what should it look like:

Start with your **Photo**. What impression do you want to create, this is the first thing your future employer will see? Remember, LinkedIn is an online business network platform.

According to sources, a photo should be a headshot and take up 60% of the image. You are more likely to get a connection or a message if your photo looks professional and engaging.

How should it look?

Look approachable. Smile. Don't try to look too serious. Seriousness can appear that you are angry.

Don't have a photo from a distance, your future employer wants to see you.

Have a recent photo. Show what you look like now and not 10 years ago.

# What can you do to be ready for that one click?



## LinkedIn Profile:

Engage with the viewer, smile, not a cheesy grin, and smile with your eyes. If you don't like your teeth then smile with your mouth closed.

Take the shot, head on. Don't use filters and wear the clothes you would normally wear to work. Try a few different clothes to see what works well and that you are happy with your choice.

Don't crop a group photo. Have a plain background, you don't want a photo showing your hobbies as there is a section in your profile for things like this. Make sure your clothes work with the background.

Have the camera at eye level and look directly into the lens, not at your face on the screen. Phone cameras can create good headshot pictures. You should get someone else to take the photo of you if you can.

Don't take selfies.

# What can you do to be ready for that one click?

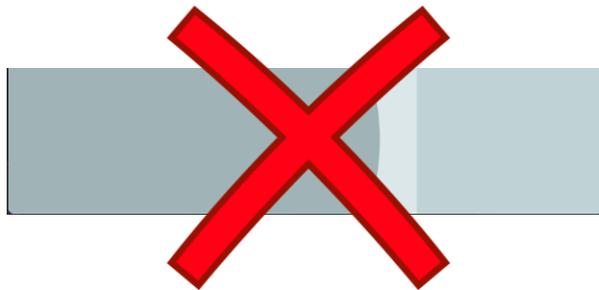


## LinkedIn Profile:

The biggest selling space you have is right behind your profile picture.

How many of you use it to sell you?

Change it to something relevant that you offer, do or want. Make it sell you, stand out. There are people that do but there are also a lot of people that don't, Personalise your profile background picture.



Edit your contact details. A lot of people do not put an email address or phone number. How can your future employer contact you?



# What can you do to be ready for that one click?

## LinkedIn Profile:

Your strapline under your picture. What should it say?

Treat it like the headline of an advert. Its job is to help the reader determine if they want to read on or not. It is important what you write.

If your headline is little more than your job title, it will not do much to engage the reader, and it makes you a commodity – interchangeable with anyone else who shares that job title.

If you don't create your own headline, LinkedIn will default to your current job title, this may not be what you want to be known for.

# What can you do to be ready for that one click?



## LinkedIn Profile:

Use this formula: **Job Title + Keywords + Stand Out = Strapline**

**Job title** – What is your current title or what you are known for? If you work for a company, you can put their name here too. Maximise the search engines and what people search for.

**Keywords** – The keywords are the *key* to being found in a LinkedIn search; they influence how search results are displayed. You need to know all the keywords that people would use to try to find you and then include them in your headline. There are places on the internet that will be able to help you. You can also see for yourself by doing searches on LinkedIn. Look at other profiles of people within the same sector. Do any stand out?

**Stand Out** – Here you want something that makes you stand out from the rest of the LinkedIn crowd. It should be something that makes you interesting and makes others want to get to know you. It communicates how you do what you do, as well as the value you create when you do it.

An example of all three - Sales Representative: Video, Film and Editor: Making filmmakers' lives easier by providing advanced video solutions.

# What can you do to be ready for that one click?



## **LinkedIn Profile:**

If you are looking for a job then be open to recruiters.

Next is your About section.

This should not be a replication of your CV.

What you are trying to do is engage with that one person, the future employer, who clicked on your profile. You should pick a common industry problem. Tell the reader what the problem is, tell them what you did to resolve the issue and tell them about the result. A metric value would be great. Reading it, they immediately relate to you as they have the same problem.

You can write about what you do and what you have done and what you are looking for. Relay your transferable skills, demonstrate using those skills what they produced as results. Sell yourself.

Key word rich to get noticed.

You need to maximise the search engines here by having key words .

# What can you do to be ready for that one click?

## LinkedIn Profile:

**Featured** is next – Post relevant material and you can highlight in this section what you have done on LinkedIn and what you can do for your future employer. Update them regularly so people see different things when they click on you.

**Activity** – Show that you are active. Comment on posts, post yourself, like. Add value to the community and demonstrate that you are the expert in your field and know what you are talking about.

Interaction with your future employer is great. For example, target your ideal company and start liking, commenting, connecting and adding value. You just never know who is watching.

**Experience** – Make sure the dates match your CV. Rather than just copy and paste and stick job roles in there, why not use the PAR method – PROBLEM, ACTION, RESULT. Show that you can bring valuable skills to make achievements for me.

**Education** – Again, make sure your dates match. Not much is needed in this section. It is normally just a confirmation.



# What can you do to be ready for that one click?



## LinkedIn Profile:

**Volunteer experience** – Show that you give back to the community, help people. It looks good that you think about others and you do great things in the local area or for the wider community. It could be you raise money for a specific charity.

**Skills & Endorsements** – You should ask people to endorse you. Best way is to endorse people you know, they will probably endorse you back or if you ask them they will be more receptive to do it. The more you have, the more experienced and knowledgeable you appear.

**Recommendations** – Works the same way as endorsements. You are more likely to get a recommendation if you give one back. You can ask past employers to write a recommendation for you. It's also a good point to start engaging and lead up to asking with some interaction on LinkedIn.

**Accomplishments** – What else do you have? Publications, Patent, Course, Project, Honour & Award, Test Score, Language, Organisation?

**Interests** – Show a future employer what you are interested in and who you follow. Start following key people on LinkedIn.



# What can you do to be ready for that one click?

## Social Media:

You may have presence on other social media sites.

If you have it open for public access then you are open to someone looking at you.

Whilst these are not a business platform (Although companies and people do use them for this), you still need to be careful what you post or is posted about you.

You might for example be very political on Facebook and like to post your opinions. Not everyone will agree with your point of view.

The best way to post whilst you're looking for a role is to think. If a future employer clicked on to one of my social sites, what would they think of me? What impression am I making?

# What can you do to be ready for that one click?



## Job Boards:

Make sure that your latest CV and profile are up to date.

If they require specific questions then make sure these are filled out correctly.

Are you available to be found?

It is worthwhile refreshing your CV once a month as a minimum.

If you've not updated it then do so. Make sure that all details are correct. Especially dates of where you worked.

When applying online, you will have to change your CV to pick out the key words of the job description and also the cover letter. If you are not changing your CV to match then you will have less chance of getting an interview.

Make sure you are relevant to what you are looking for.

# What can you do to be ready for that one click?

## Referrals:

If someone refers you then make sure all the places you are visible are up to date.

Post the referral onto Social Media. Get the agreement first from the person who referred you.

If you receive referrals, the best place get for them to go is on LinkedIn under recommendations.

If someone posts about you on social media especially LinkedIn then ensure you like, comment and share.

When communicating with potential employers then connect those that have referred you to give your future employer a different perspective.

Recommendations and referrals are very powerful, especially from past employers and colleagues.

If people are prepared to shout out about you then use it to your advantage.

# What can you do to be ready for that one click?

## Recruitment Agencies:

It is worth working with a recruitment agent that takes the time to get to know you.

You are the product they are trying to sell. If they don't know you then they can't sell or market you.

It's a bit like an Estate Agent, the good ones take the time to get to know the property, the seller and the buyer and work on your behalf to make the sale.

A good recruiter has the skill to pick out qualities from your CV and make you stand out. A good recruiter will question you to get the real you and develop a profile to fully understand what you are about. A good recruiter will build that one to one relationship.

A good recruiter will know the company and the position to be filled and will advise the company.

Make sure that the recruitment agent you go with, works for you and gets what you are about.

Remember, if they put you through then all the other places you are visible on come into play.



# So, are you ready to receive that one click?



## Top Tips:

- 1) Make a plan and a time schedule to update your presence in the market place.
- 2) Make sure your CV is correctly formatted, flows right and sells you.
- 3) Update your LinkedIn profile – All sections, especially that big space behind your head!
- 4) Get active on LinkedIn – Connect with people and watch your profile views rise.
- 5) Check your social media online presence and postings. Remove anything that may incriminate you or not portray the image you want your future employer to see.
- 6) Check those Job Boards that you are open and your new CV is up to date.
- 7) Seek out referrals and recommendations.
- 8) Work with reputable recruiters who treat you like a person not just a number and who want to get to know you.

# SolStar-UK

Sales – Marketing – Coaching – Recruitment - Strategy

**Strategy** – You know where you want to get to, but not necessarily how to get there.

**Recruitment** – You want the right people, the right fit, first time.

**Training** – Make your Sales & Marketing teams work together and add real value to your business.

**CV Writing** – Learn how to sell yourself and shine from a piece of paper.

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